



APRIL, 1932

COMPLETE PACKAGING SERVICE



**PRESENTING THE WIDEST RANGE IN PACKAGING
IDEAS WITH ADVANCED SELLING APPEAL**

•
WE INVITE YOU TO VISIT OUR DISPLAY
ROOM AND PLANT WHERE WE CREATE
AND MANUFACTURE COMPLETE PACKAGES
THAT OVERCOME EVERY SALES RESIST-
ANCE. FOR AN APPEALING PRESENTATION
OF YOUR PRODUCT CONSULT WITH US.

BROOKS & PORTER, Inc.

304 HUDSON STREET » » NEW YORK
WALKER 5-9494



YOU KNOW *the Answers?*

WHAT HAPPENS TO MY
PRODUCT AFTER IT LEAVES
THE PLANT?

WILL IT STAND UP UNDER
HEAT, COLD AND
MOISTURE?

WILL IT DETERIORATE OR
SHRINK?

WHAT ABOUT THE APPETITE
APPEAL?

Because of broader shipping, increased competition and the demand for good appearance in packages, it is necessary that you ask yourself these questions.

KVP Research Laboratories can give you the exact answers. This trained staff is at your command with advice as to the wrapper needed.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
KALAMAZOO, MICHIGAN

KVP PROTECTIVE PAPERS

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. PERRY H. BACKSTROM—Eastern Manager. EARL I. CARMODY—Western Manager. ANN DI PACE—Assistant Editor. E. R. GORDON—Production Manager. EDWIN L. LEY—Art Director. A. J. CEDERBORG—Sales Promotion.

MODERN • PACKAGING

CONTENTS

• Gone: The Wooden Age of Meat Packaging.....	31
By John Winters Fleming	
• Ideas.....	34
By Martin Ullman	
• Admirable Packages for Admiration Hosiery.....	36
• New Tricks in Packages.....	38
• Editorials.....	40
• Trade Mark Design for Package Recognition.....	42
By Ann Di Pace	
• Watching a Packaging Operation.....	44
• Style Distinctiveness and Harmony in Candy Packages.....	45
By Paul Hinde	
• The Gold and Silver Standard.....	46
By Morris L. Lewy	
• Simplicity Continues to Influence Decorative Paper Designs.....	47
• Taking Fear Out of Package Changes.....	48
By E. Rahn	
• Uncle Sam's Formula for Package Cost Accounting.....	51
By Waldon Fawcett	
• Packages Styled with Molded Synthetic Plastics.....	58
• Washington News.....	62
• Machinery Supplies.....72	Trade Literature..... 80
• Advertisers' Index.....	88

• With this issue we commence the practice of "labeling" certain articles which have been obtained or are published "exclusively" in MODERN PACKAGING. The first article to be so introduced appears on page 36.

• Color engravings used for the front cover illustration—a group of sales-building paper containers—were furnished through the courtesy of the Lily Tulip Cup Corporation.

Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 7-0882-0883. Western Office, 333 N. Michigan Ave., Chicago, Ill. Telephone Franklin 7100. Australian Agents Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.



FOOD PRODUCTS IN TUBES!

WHAT could be more convenient, hygienic and easy to use than Collapsible Tubes? Everyone knows how to use them. You don't have to provide how-to-open instructions with tubes. And they can be made just as attractive in appearance as any other containers.

Many progressive manufacturers have adopted Collapsible Tubes as standard containers for marketing their products.

In National Tubes we offer you several features, including a "Captive Cap" if desired, making these tubes of exceptional value as containers.

May we tell you more fully about the advantages of National Collapsible Tubes—and how you can profit by adopting them for your product?

NATIONAL COLLAPSIBLE TUBE CO.
PROVIDENCE **RHODE ISLAND**

Manufacturers of Pure Tin Tubes

New York Office—331 Madison Ave.,
 Telephone Murray Hill 2-1745

Foreign Representative for "Captive Cap"
BETTS & CO., Ltd. . . . London . . . N. I.

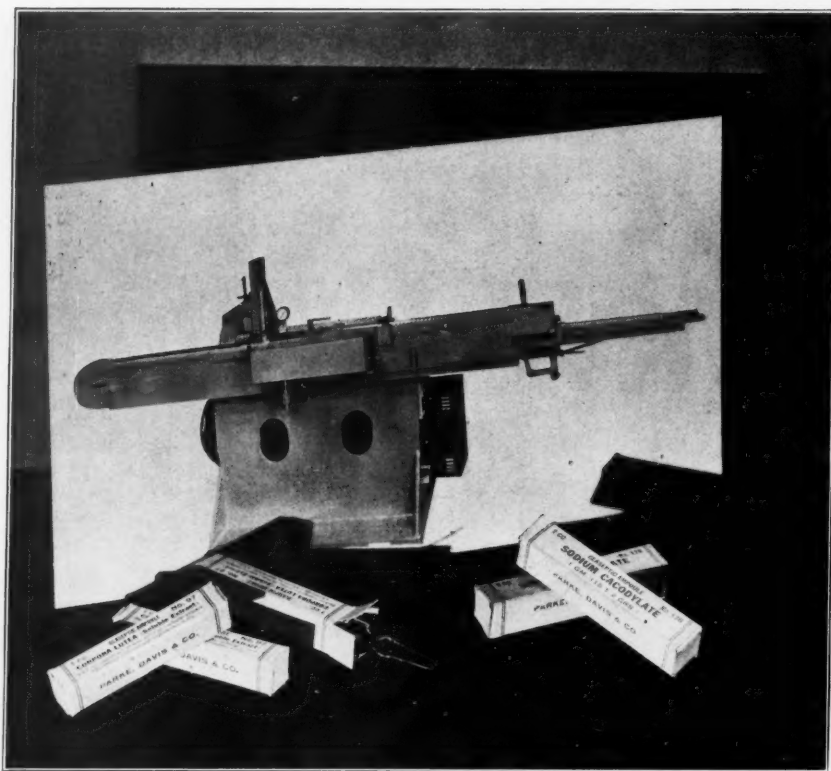


NATIONAL
COLLAPSIBLE TUBES



●
Improved
Packaging
Methods

●
For
Greater
Profits



Labor Costs Cut $\frac{1}{2}$

One Redington Adjustable Machine Cartons 2 Sizes

Lowered packaging costs are playing an important part in the manufacturers' fight for profits. Production expense is being pared down through the use of tested methods and machinery such as those developed by the Redington Engineering Staff.

Formerly the Parke-Davis Company used two old style cartoning machines to produce their 1-cc package of Glaseptic Ampoule. Each machine required two operators. In addition, the 2-cc package was produced by other means that were slow and costly.

Our Engineering Staff suggested the Redington Type 16 Cartoning Machine—and it proved its worth. Now this one machine produces all the 1-cc packages. Only 2 operators are needed instead of 4. With a few simple adjustments, the same Redington will carton the 2-cc package, as well. The Type 16 operates at more than *twice* the speed of the old equipment. It also releases important square feet of floor space for other uses.

Your problem may not be similar but whatever it is, remember—

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., Est. 1897 110-112 So. Sangamon St., Chicago, Ill.

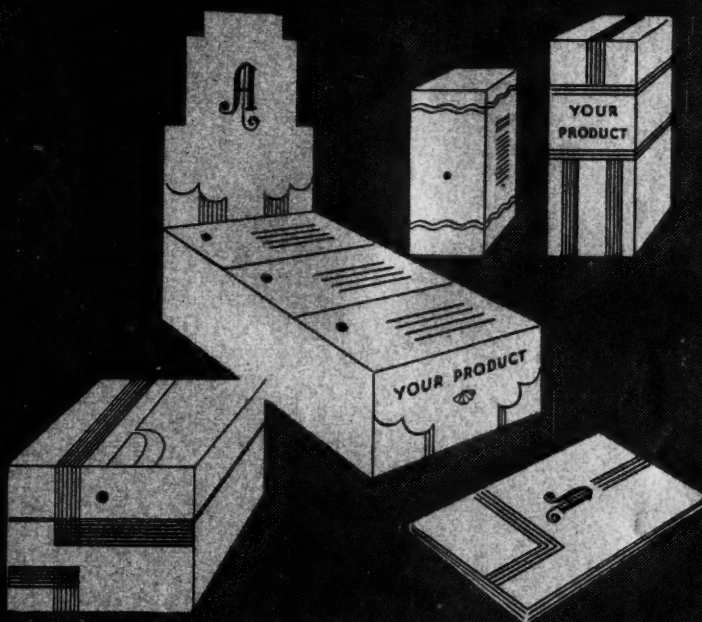
REDINGTON

Packaging  Machines

Economical for Packaging — Cartoning — Labeling — Wrapping

ARTCOTE

TRADE MARK REG. U.S. PAT. OFF.



EYE APPEAL

You spend time, money and effort to improve your product, its quality and appearance. Naturally, you expect to captivate the attention of the buyer. However, in most cases, the purchaser doesn't see your product first. What is seen is the package. From that package is gathered the first impression.

Give the buyer the right impression. ARTCOTE Gold and Silver Papers make a fitting complement to the finest of products. Labels and containers fashioned from ARTCOTE Gold or Silver Papers are bound to catch the eye. Their rich, gleaming, printable, non-tarnishing surfaces and sturdy wearing qualities complete an effect in harmony with the product.

That is why ARTCOTE Gold and Silver papers are used on outstanding packages by foremost box-users and box-makers who demand papers that measure up to every essential requirement.

This sheet is ARTCOTE Silver Boxwrap No. 0306 with complementary* back made especially for box covering. By using ARTCOTE boxwrap (complementary back) all white edges are eliminated, seams, scuffs, curled and worn spots become practically unnoticeable.

*By complementary back, we mean that the gold paper has a yellow back which harmonizes with the display side of the paper and the silver paper a grey back.

SPECIFY AND USE

ARTCOTE

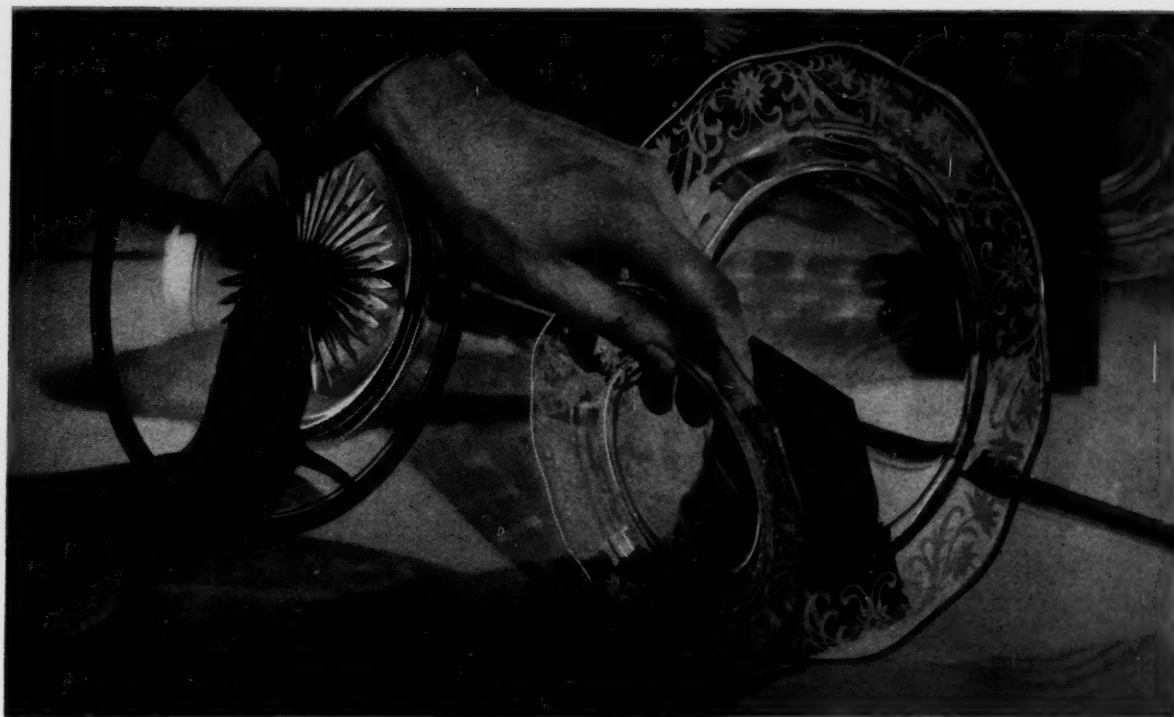
GOLD AND SILVER PAPERS

MANUFACTURED BY

ARTCOTE PAPERS

INCORPORATED
IRVINGTON, N. J.





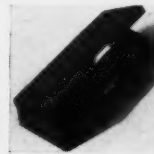
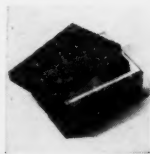
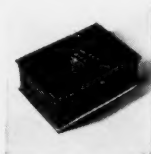
Help your Product to Sell Itself *with Bakelite Molded displayers*

You are undoubtedly acquainted with the sales advantages of Bakelite Molded as used for closures, containers and boxes. Lustrous finish, fine colors, adaptability to fine design, resistance to moisture and corrosion and economy of manufacture—these are some of the reasons for its wide use as a package sales aid.

Now, Bakelite Molded is being used for displayers—easels, stands, containers and many other counter and window devices. Here again its permanence, beauty and economy make it the

logical choice. The Schneider Brothers line of display easels is a fine example of this new type of Bakelite Molded sales aid.

Retailers will welcome display devices made of Bakelite Molded, for they add attractiveness to their windows and counters, won't get shabby and dilapidated and won't soil or harm the products mounted upon them. We would be glad to show you why Bakelite Molded is the logical material for your closures, containers or displayers. Write now, and ask for Booklet 8C.



BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. . . 635 West Twenty-Second Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

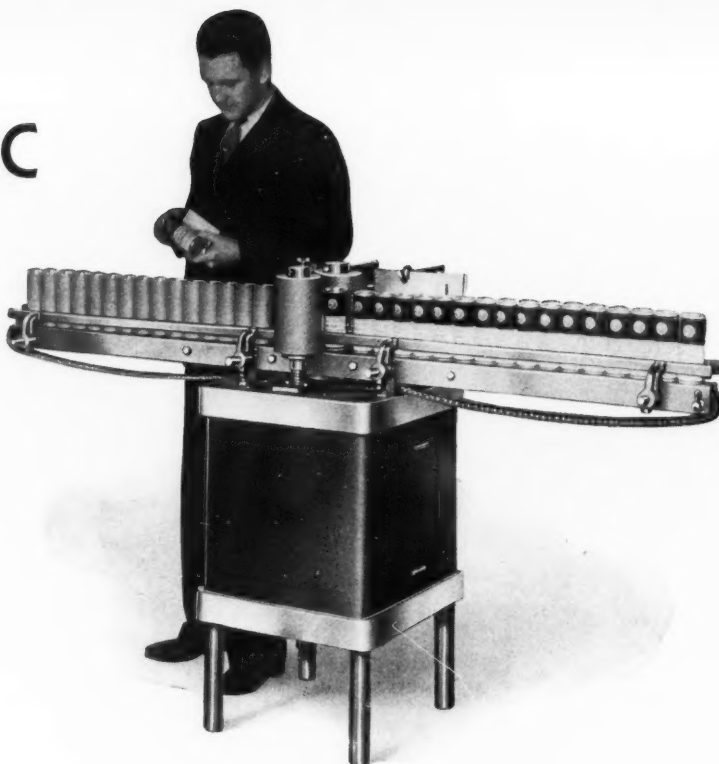
The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

APRIL, 1932 5

PACKOMATIC LABELER

*Applies
Labels
Entirely
Surface
Glued*



This machine will apply a label to any straight line surface, flat, round or of other contour. It automatically takes labels from the magazine, one at a time, applies adhesive completely or partly over back surface of label, and applies label to the object.

PACKOMATIC MACHINES

CARTON FORMING MACHINES
CARTON SEALING MACHINES
AUTOMATIC NET WEIGHT SCALES
AUTOMATIC GROSS WEIGHT SCALES
AUTOMATIC VOLUMETRIC FILLERS
AUTOMATIC LINING MACHINES
WAX WRAPPING MACHINES

A Packomatic Engineer will meet you any time, any place, to help you work out your packaging problems. You are under no obligation.

PACKOMATIC MACHINES

AUTOMATIC CARTONING MACHINES
SEMI-AUTOMATIC NET WEIGHERS
SEMI-AUTOMATIC GROSS WEIGHERS
CONTAINER SEALING MACHINES
CAN LABELING MACHINES
COUPON INSERTING MACHINES

Write — Wire — Phone



PACKOMATIC
PACKAGING MACHINERY



J. L. FERGUSON COMPANY - JOLIET, ILLINOIS
NEW YORK - CHICAGO - CLEVELAND - ST. LOUIS - LOS ANGELES



Nobody has to TELL her how good this is

Nobody has to tell her—she knows from experience that nobody has ever successfully made a cheaper imitation of Paterson Vegetable Parchment. In the home it's Patapar.

Most housewives have been tempted by imitations. Those who have fallen for them have found out first hand what a waste of money it is to even hope that a cheaper sheet will come anywhere near Paterson Vegetable Parchment in performance.

They *know* that it is insoluble because they are boiling it over and over again for hours at a time. They know that it is odorless, grease-proof and

tasteless because they are using it every day to *re-wrap* delicate foods when they put them in the refrigerator.

Now they *know* why hundreds of food packers show the Paterson Keymark on their wrappers. By that Keymark they recognize the packers who are too proud of their products to risk any penny-wise-pound-foolish wrapper. Paterson Parchment Paper Company, Passaic, New Jersey. Sales Offices: Chicago, San Francisco.



Hundreds of leading brands of packaged foods now carry this Keymark on their wrapper. This nationally advertised symbol of wrapper protection comes in two sizes . . . $\frac{3}{4}$ inch or 1 inch high. It will be included anywhere on your printed wrappers, at no extra cost. It is a simple, effective way of telling your customers that your product is carefully protected.

PATERSON *Genuine* VEGETABLE PARCHMENT

Commercial Patapar

The Insoluble, Grease-proof Wrapper for Quality Products

APRIL, 1932

7



Upper photo shows two Bliss Power Lift Top Stitchers in fresh meat and specialty room.

Lower photo also shows Bliss Power Lift Top Stitchers in smoked meat room.

Another Large Meat BY USING

The Jacob Dold Packing Company (the largest packing plant East of Chicago) recently adopted the Bliss Box for shipping a large part of its many products, and installed Bliss Box Assembly and Power Lift Top Stitching Equipment not only in its main plant at Buffalo, N. Y., but also in its branch plants at Omaha, Nebraska, and Wichita, Kansas.

That this was a profitable move is evidenced by the unbelievably large savings in container costs and shipping charges that they are now enjoying.

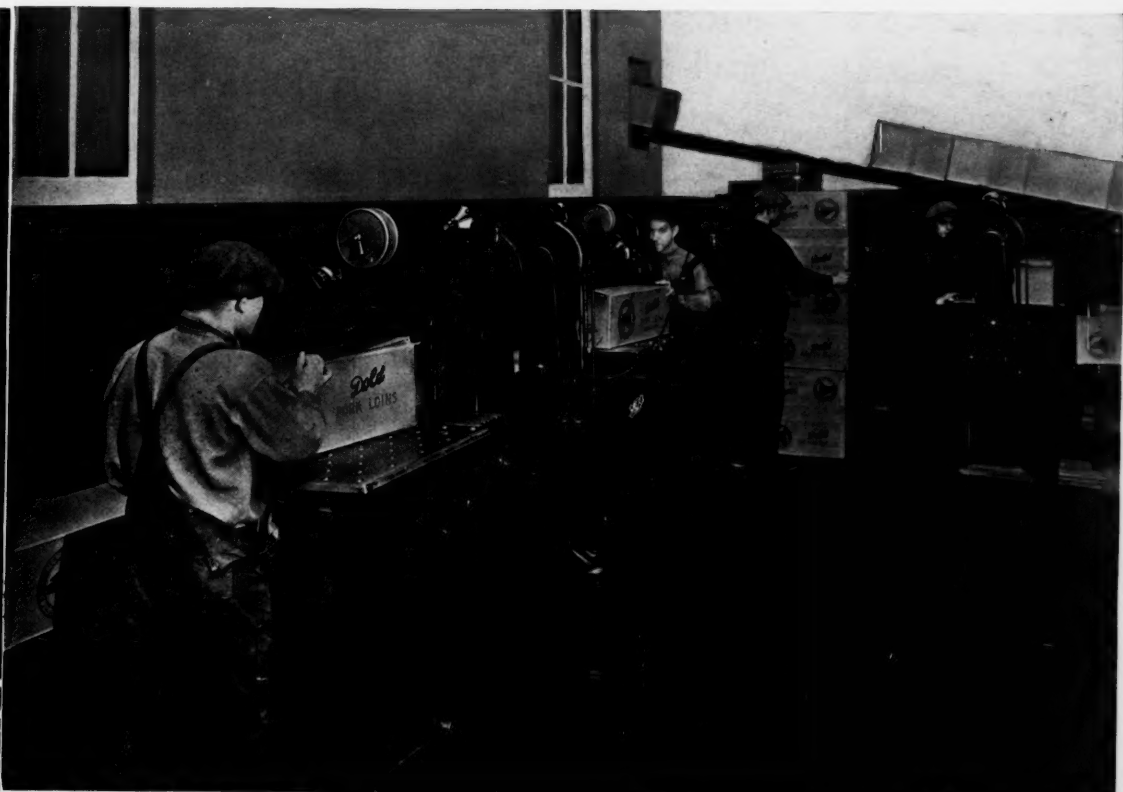
H. R. BLISS

Manufacturers of Wire Stitching and Adhesive Seal

NIAGARA FALLS,

50 Church St.
New York, N. Y.

James Q. Leavitt Co.
Ogden, Utah



Upper photo shows three Bliss Power Lift Top Stitchers in operation.

Lower photo shows a Bliss Double-headed automatic Make-Up Unit at work in the box shop.

Factor Increases Profits

BLISS BOXES

The Dold Packing Company finds that Bliss Boxes fully meet their requirements as to strength in all cases where used and are a most economical substitute for wood and wire bound containers previously employed. They also report great satisfaction with the operation of the Bliss Assembly and Top Stitching Equipment in their various plants.

The nearest Bliss office would gladly send you full information regarding Bliss Boxes and Bliss Stitching Machinery for solid fibre and corrugated containers.

COMPANY, Inc.

ing Machinery for All Types of Fibre Containers

NEW YORK

Harry W. Brintnall Co.
San Francisco, Cal.

608 So. Dearborn St.
Chicago, Ill.

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

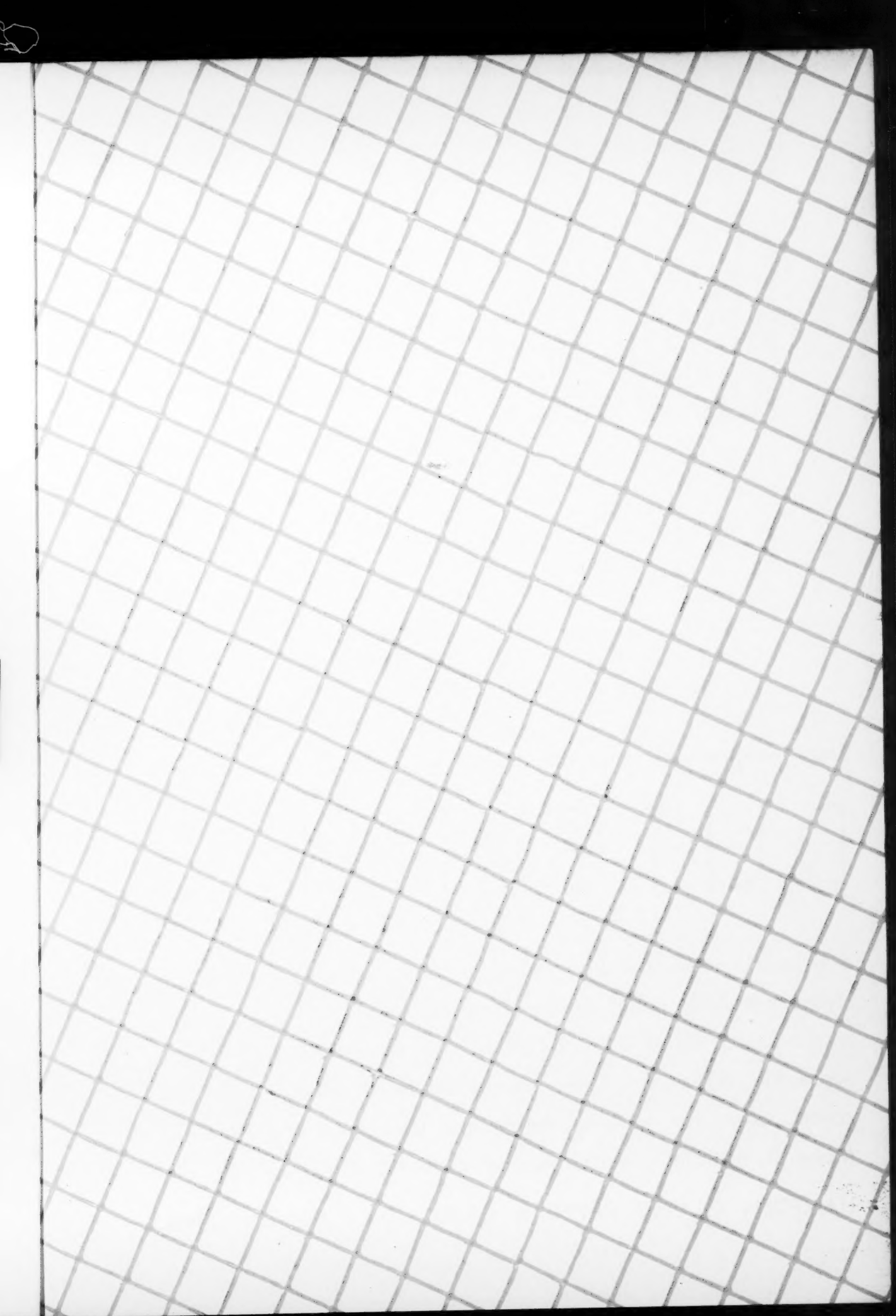
Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
ARTON
COMPANY**

4411 Ogden
Avenue
▼
Chicago, Ill.

Every Faculty
for the Pro-
duction of
fine display
Advertising
Cartons





Just imagine for one minute - - a box covered with

DUTCH TILE

the latest novel creation from the Hampden Mills. What a stylish ensemble could be developed through the clever splash of the artist's brush with DUTCH TILE to suggest the atmosphere. Available direct from the manufacturer in many refreshing colors. Send for working sheets and give your box new life. Make it radiate cheerfulness by covering it with Dutch Tile.

HAMPDEN GLAZED PAPER & CARD CO. - Holyoke, Mass.

HOW ONE FIRM

defied the depression

...AND PUT DUREZ TO A
NEW AND PROFITABLE USE



"PERHAPS we should have a Carnegie medal for bravery," writes Earl B. Morgan, sales manager of Culver Laboratories, Inc., Philadelphia, "in attacking a problem difficult even in normal times."

For twelve years, an entirely new idea in cuticle treatment had been gradually worked out by this company. Midsummer, 1931, the word was given. With the right product (as sales soon showed), the right package, and national advertising, Culver found itself in the leading department stores of 270 cities, doing a record business!

A little care at the outset

Notice how important a part packaging played in this success. First, the Nail Liquid, Liquid Polish, Liquid Polish Remover, and Nailbuf are all in a handsome black and gold ensemble. Closures are made of Durez. And one of the most unusual features in the line . . . the Culver Nail Bath . . . is made entirely of the perfect molding compound.

This is another instance of the way that Durez fits into the plans of modern manufacturers. For trays, jars and containers, for closures of every size, color and description, Durez offers advantages instantly recognized by makers with an eye on what the public wants. So much so, that 95% of all molded closures today are made of Durez!

These concerns find that Durez closures are strong, yet light. Resistant to acids, oils, destructive agents, they will not corrode in contact with the product, under ordinary conditions. . . . Easily gripped, Durez closures screw down tightly, firmly.

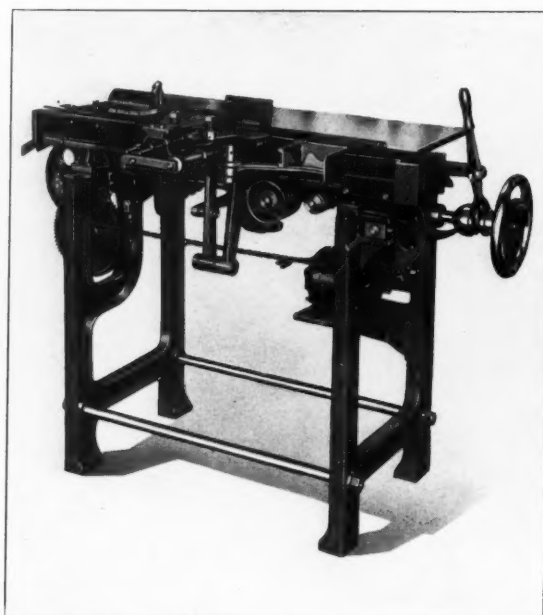
Write now for full details

We shall be glad to send you complete information about this amazing compound. And ask for "Closure News," a free monthly booklet, addressing General Plastics, Inc., 41 Walck Road, North Tonawanda, N. Y. Also New York, Chicago, San Francisco and Los Angeles.

ANNOUNCING

the new

PETERS JUNIOR FOLDING AND CLOSING MACHINE



**FULLY
AUTOMATIC**

**REQUIRES
NO OPERATORS**

HERE'S the machine to lower your carton costs. With an average production of 35 to 40 cartons per minute, it will save labor of four girls working by hand.

Absolute uniformity of every carton is assured. And when it is necessary to change from one size carton to another, it is quickly and easily adjusted. This eliminates the need for multiple units.

The completely folded and closed cartons are delivered automatically to the packing table or by conveyor to a wrapping machine.

Priced at one-third the cost of standard models, this sturdy and efficient machine requires only a small investment which is quickly repaid by the savings effected.

Write for illustrated folder and full details.



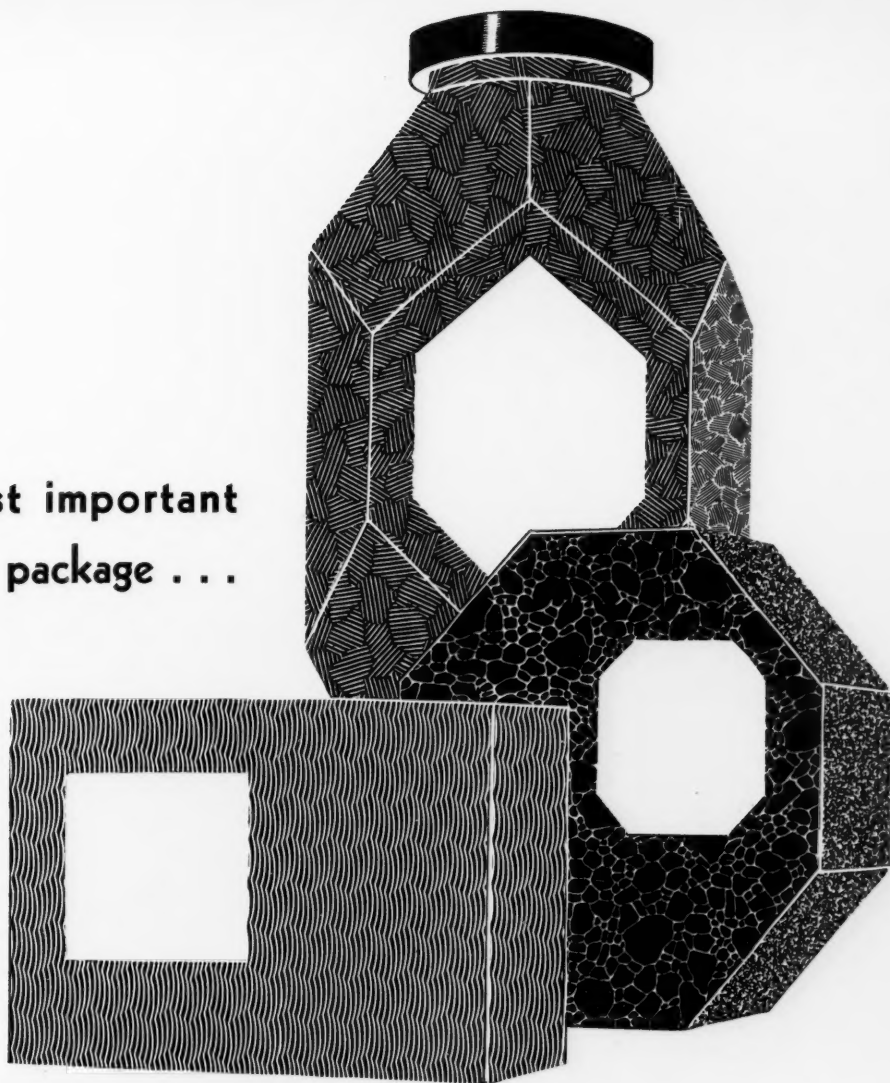
PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE

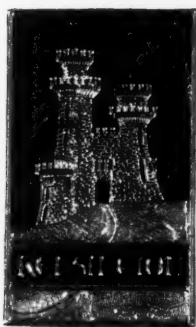
CHICAGO.U.S.A



... the most important
spot on your package ...



LET KRAUSE FILL IT!



Ordinary labels make ordinary packages. Attractiveness has eye appeal. In today's market packages must sell themselves.

KRAUSE LABELS SELL

RICHARD M. KRAUSE, INC.
304 EAST 23rd ST. NEW YORK

KRAUSE METASEAL



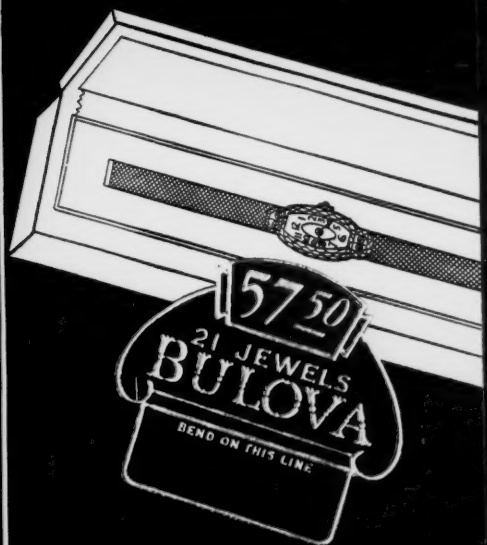
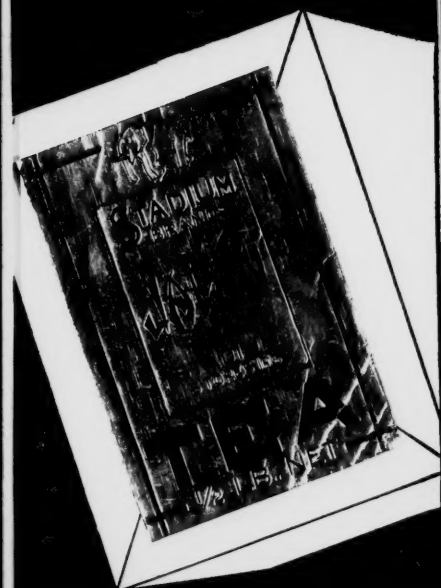
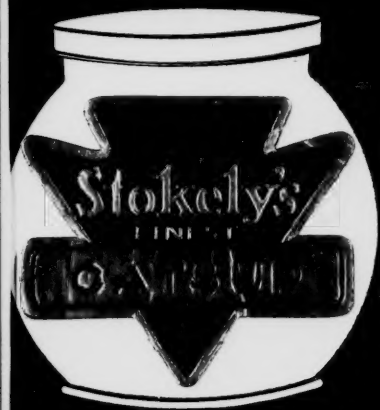
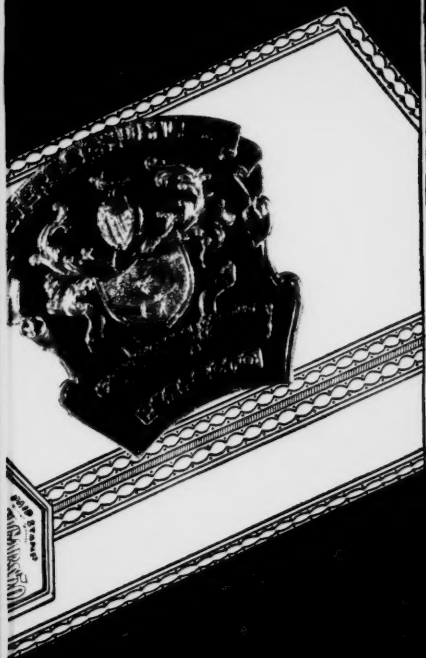
Cigars can be Dramatized Too

The cigar box of our fathers' day has undergone but little change in design. But here and there a courageous manufacturer, unafraid of tradition, dramatizes his products by packaging them in distinctive paper boxes stamped with roll leaf. The cigar boxes shown below were designed and manufactured by C. F. Hatch Company of Lowell, Massachusetts, and stamped by them with Peerless Roll Leaf. You too can use roll leaf to decorate a new package or to improve your present one. May we mail you a portfolio of samples? Write to Peerless Roll Leaf Co., Inc., 915 New York Avenue, Union City, New Jersey. Branches in Boston and Chicago.



DECORATE DISTINCTIVE BOXES WITH ROLL LEAF







MASTER-METAL UNIFOIL Distributors:

EASTERN

NEW YORK CITY, N. Y.

Japan Paper Co.
109 E. 31st St.
Milton Paper Co.
119 W. 24th St.
Louis Schulman Co.
465 Broome St.
Royal Card & Paper Co.
210-11th Ave.
Forest Paper Co.
334 Hudson Street

PHILADELPHIA, PA.

Garrett Buchanan Co.
12-20 So. 6th St.
A. S. Dats & Sons
16-18 So. Marshall St.
Japan Paper Company
806 Witherspoon Bldg.

BALTIMORE, MD.

B. F. Bond Paper Co.
Hawover at Lombard Sts.

RICHMOND, VA.

Cuthorne Paper Company

BOSTON, MASS.

Carter Rice & Co. Corp.
250 Devonshire St.
Stores & Remont Co.
892 Congress St.
Japan Paper Company
464 Washington St.

WORCESTER, MASS.

Chas. A. Eddy Paper Co.
185 Commercial Street

PITTSBURGH, PA.

Chatfield & Woods Co.
512 Liberty Street

LOUISVILLE, KY.

Chatfield & Woods Co.
104 Pearl St.

KITCHESTER, N. Y.

Chatfield & Woods Co.
180-182 Street

CENTRAL

CINCINNATI, OHIO

Chatfield Paper Co.
3rd and Plum Sts.

INDIANAPOLIS, IND.

Crescent Paper Co.
217-219 West Grand St.

ST. LOUIS, MO.

Japan Paper Co.
115-125 So. 3d St.
Richard Paper Co.
12th Blvd. at Charleston

KANSAS CITY, MO.

Japan Paper Co.
418 West Missouri

WICHITA, KANSAS

Kansas City Paper House
148 N. Rock Island Ave.

OKLAHOMA, NEBB.

Cargenter Paper Co.
1th & Henry Sts.

OKLAHOMA CITY, OKLA.

Corporate Paper Co. of Okla.
22 E. Grand Street

BILLYNG, MONTANA

Corporate Paper Co.

BES MOINES, IOWA

Corporate Paper Co. of Iowa
104-112 So. W. 7th St. Indust.

BOX COVERS

Prepare packages in the modern, economical MASTER-METAL UNIFOIL—no sheet metal, boxes, or tin cases, either side which may be printed by any process in any color, special foil inks, now available, including gold and silver. Durable, lightweight, and easy to handle, it does not require MASTER-METAL UNIFOIL processing equipment. Paper imitations of wood, leather, or other processes all in addition, feature a built-in hinge. Be sure you use MASTER-METAL UNIFOIL for a convenience of many other live—more effective—more attractive—more economical.

LEADING PAPER JOBBERS, based on Chicago, carry a complete stock of all standard and non-standard MASTER-METAL UNIFOIL. From them you may also obtain Envelope Unifoil, Metal Foil, and other products. Send for one of the above mentioned will be glad to send you material.

This insert is printed on MASTER-METAL UNIFOIL (1175).

REYNOLDS METALS CO.
541 West 25th St. New York, N.Y.
1267 South Campbell Ave. CHICAGO 345 North St. SAN FRANCISCO

CLEVELAND, OHIO

Union Paper & Twine Co.
116 St. Clair Ave., N. W.

COLUMBUS, OHIO

Central Ohio Paper Co.

DETROIT, MICH.

Central Ohio Paper Co.

TOLEDO, OHIO

Central Ohio Paper Co.

CHICAGO, ILL.

Bradner Smith & Co.
230 So. Desplaines St.

MINNEAPOLIS, MINN.

John Leslie Paper Co.
301 So. Fifth Street

DALLAS, TEX.

Southwestern Paper Co.
1315 Pacific Ave.

HOUSTON, TEX.

Southwestern Paper Co.
410 Washington Avenue

FORT WORTH, TEX.

Southwestern Paper Co.
207 Bryar Avenue

DENVER, COLORADO

Carter Rice, Cargenter Co.

PUEBLO, COLORADO

Colorado Paper Company

WESTERN

ZELLERBACH PAPER CO.

San Francisco, Calif.	Fresno, Calif.
Seattle, Wash.	Oakland, Calif.
Sacramento, Calif.	San Diego, Calif.
Spokane, Wash.	San Jose, Calif.
Portland, Oregon	Stockton, Calif.
Los Angeles, Calif.	Reno, Nevada
	Salt Lake City, Utah

UTILITY AND BEAUTY IN PACKAGING

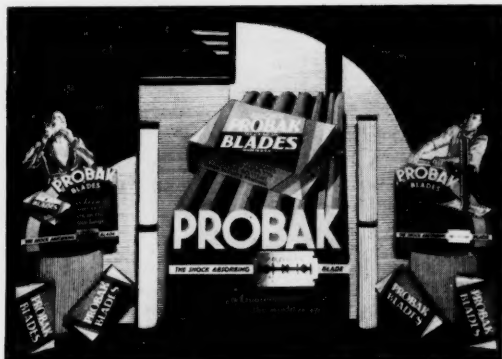
Colorful Billowraps dress up famous products



Pinaud finds better way to wrap product

BILLOWPAK (as a plain liner, or in the form of BILLOWWRAP) embellishes your product with color harmony, or contrast, as you prefer, while giving it the protection afforded by the purely utilitarian forms of packaging materials. Yet its cost is surprisingly small. BILLOWPAK in white or in bright colors can be furnished die-cut and scored, with various types of backing, for package liners, layer boards, display boxes, etc.

New colored material gains wide use for displays



Use of Billowpak for pillars and background as an adjunct to lithograph displays

BILLOWPAK, the new colored decorative material, is being widely used for window and interior display. You can make easels, panels, pedestals, backgrounds, lamps, translucent screens, floors, cut-outs. BILLOWPAK is astonishingly easy to use. A wide range of colors and patterns is available. Mail the coupon and we will send samples, prices, etc.

BILLOW PAK
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES
THE NEW COLORED DISPLAY MATERIAL

KIMBERLY-CLARK CORPORATION, Mfrs., Neenah, Wis.

Address nearest sales office at: 8 S. Michigan Ave., Chicago

Please send samples, prices and full information on ☐ BILLOWPAK ☐ BILLOWWRAP ☐ KIMPAK.

Company..... Attention.....

Address..... Our product is

Save 40% labor costs with Kimpak Crepe Wadding

KIMPAK Crepe Wadding is saving money for thousands of firms, as packing protection for a wide variety of products. It is assurance that your merchandise will arrive without damage, clean, attractive and in perfect condition. Kimpak absorbs 16 times its own weight in moisture—insuring complete protection to other mailing pieces in case of leakage.



Parke, Davis & Co. mail out liquid samples wrapped in absorbent Kimpak to 135,000 doctors

Parke, Davis & Co., Detroit saved 40% in reduced labor cost with this improved packing method.

You, too, can save money—in packing time and labor, cost of materials and avoiding damage to your products by employing KIMPAK Crepe Wadding. Samples and full information on request.

Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

MP-4

122 E. 42nd St., New York City



EVEN BULKY BAGS OF DEATH

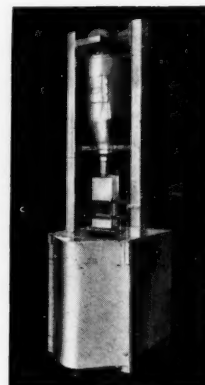


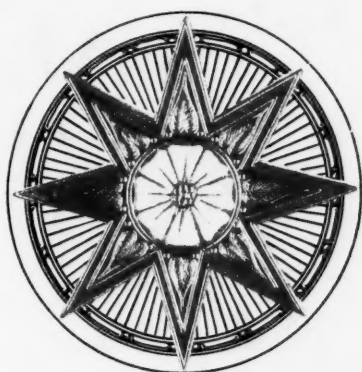
SO versatile is the S & S "G-4" Gross Weight Filler that every year about this time tons of insecticides, such as Arsenate of Lead, Paris Green and Bordeaux Mixture, are quickly and accurately fed into big bags and little bags and all sorts of containers by the driving auger feeds of hundreds of S & S "G-4" Machines.

Of course, these machines would just as readily deal out carefully weighed portions of coffee, or sugar, or flour or any other powdered chemical or drug. Their patented gross weight scales easily handle bags up to 21" in height, holding from 8 ozs. to 6 lbs. of material. And, regardless of the material, there can never be a deviation in weight of over 1/2 oz. in 5 lbs. And that spells savings to the manufacturer who is used to paying regularly for the waste of over-filling.

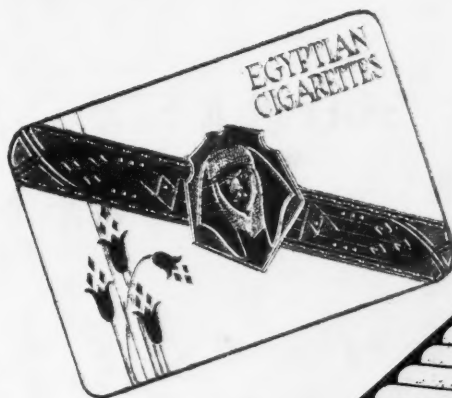
The gross weight scale responsible for this uncanny accuracy is inclosed and fully protected, but easily adjusted and fool-proof. Spillage is reduced to a minimum by the auger feed that slides down into every bag it fills. Speed, another essential factor, is ten to fifteen units per minute, depending upon size.

The S & S "G-4" Filler is only one of many S & S Fillers carefully engineered for the utmost in filling efficiency, and time-tried in every corner of the world. For economy and success, send your filling problems to S & S.





*Decorative Effects
that boost sales!*



**Specify
Brighten
Roll Leaf
for Your Packages**

*For Package Decoration—
Nothing Transcends Gold!*

THE packages reproduced on the reverse side of this sheet graphically show the effectiveness of Brighten Roll Leaf as a decoration.

In no other way can such charm and distinction be given a package at so low a cost.

By the Brighten Roll Leaf Process the Stamping and Embossing is done in one operation and at practically the speed of printing.

Investigate the possibilities of Brighten Roll Leaf for beautifying your product's package.

Our designing staff can aid you in deciding on the most effective way to modernize your package by the Brighten Roll Leaf Process. Write for samples of embossed wraps and full information.



CHICAGO
701 So. Dearborn St.

THE H. GRIFFIN & SONS COMPANY

Brighten Leaf Division

65-67 Duane St., New York, N. Y.



BOSTON
95 South St.

Paper, courtesy Hughes & Hoffman, New York, N. Y.

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Waste or inefficiency in any part of your production can reduce profits to negligible proportions, or wipe them out entirely, in these days of reduced selling prices.

Packaging is one of the processes that leaves the greatest opportunity for waste—and the greatest opportunity for savings. Is your packaging as efficient as it should be?

How do America's largest manufacturers of packaged goods keep packaging costs down to the minimum? With Pneumatic Scale packaging machines. Whether they fill their products into cartons, bottles, or cans; whether it is dry and free flowing, liquid or semi-liquid, the majority of the successful manufacturers in every packaging industry have found Pneumatic Automatic Machines the most dependable . . . and the most economical packaging method.

We shall be glad to send you the record of service of Pneumatic Machines in these plants, as proof of what can be done in yours. Send for the booklet, "An Interview." Pneumatic Scale Corporation, Ltd., 72 Newport Avenue, Norfolk Downs (Quincy), Massachusetts.

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers
—Lining Machines—Weighing
Machines (Net and Gross)—Top
Sealers—Wrapping Machines
(Tight and Wax)—Capping Ma-
chines—Labeling Machines—
Vacuum Filling Machines (for
liquids or semi-liquids)—Auto-
matic Capping Machines—Auto-
matic Cap Feeding Machines—
Tea Ball Machines

PNEUMATIC SCALE PACKAGING MACHINERY

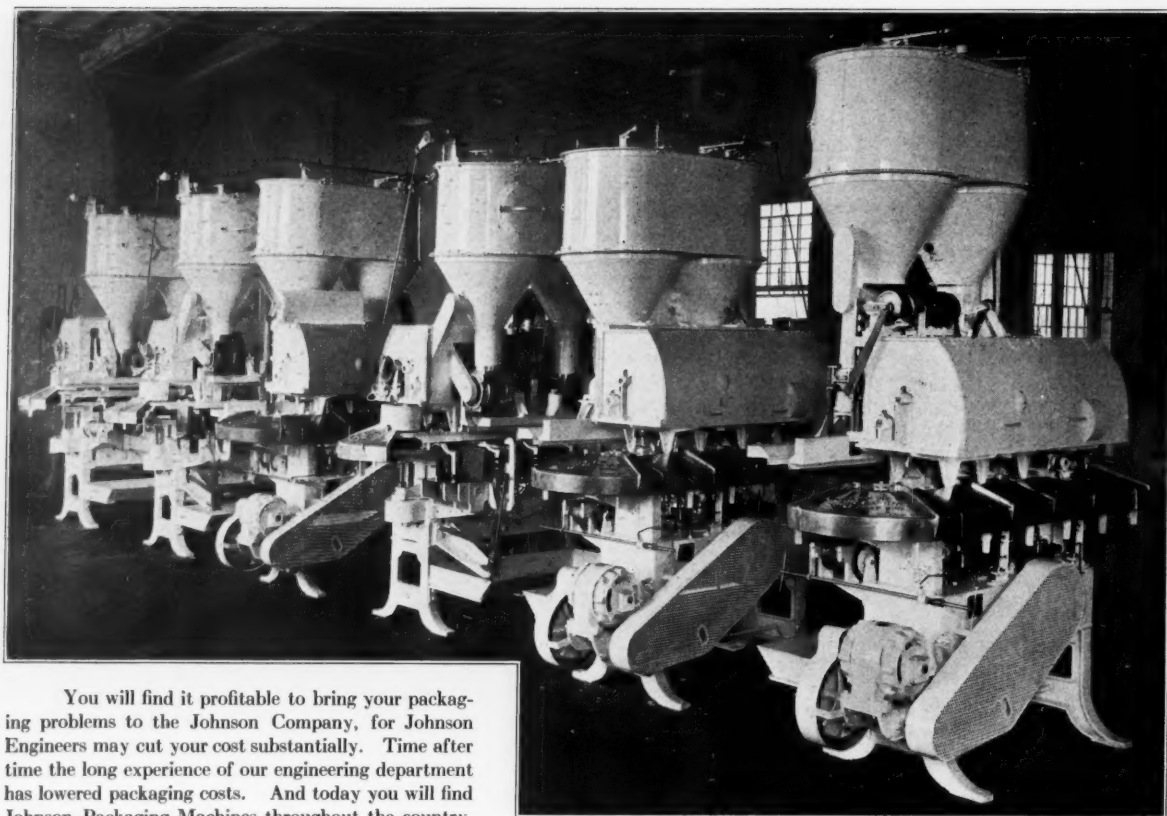
PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS (QUINCY), MASS.
Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan
Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W.
and Trafalgar House, No. 9 Whitehall, London, England.



Bring Your Packaging Problems

in weighing Gross and Net Weights,
in Top and Bottom Sealing Any
Specialized Problems

to Johnson



You will find it profitable to bring your packaging problems to the Johnson Company, for Johnson Engineers may cut your cost substantially. Time after time the long experience of our engineering department has lowered packaging costs. And today you will find Johnson Packaging Machines throughout the country, speeding up production and saving huge sums by the economies they effect.

Bring any problem you might have to the Johnson Company, or, better still, let Johnson Engineers survey your packaging department and recommend new economies which may increase your net profit appreciably. Mail the coupon and we will arrange an appointment.

JOHNSON AUTOMATIC SEALER COMPANY, LTD.

Battle Creek, Mich.

(Subsidiary of the Battle Creek Wrapping Machine Co.)

Photo shows a battery of gross weight scales developed especially for one of the country's leading soap flake manufacturers. No problem is too big—or too small—for Johnson. Let us show you how much we can save for you.

JOHNSON AUTOMATIC SEALER CO., LTD.,
Battle Creek, Mich.

Gentlemen: We are interested in cutting our packaging cost. Our product is Our production (daily) about

☐ Have a representative call for an appointment.

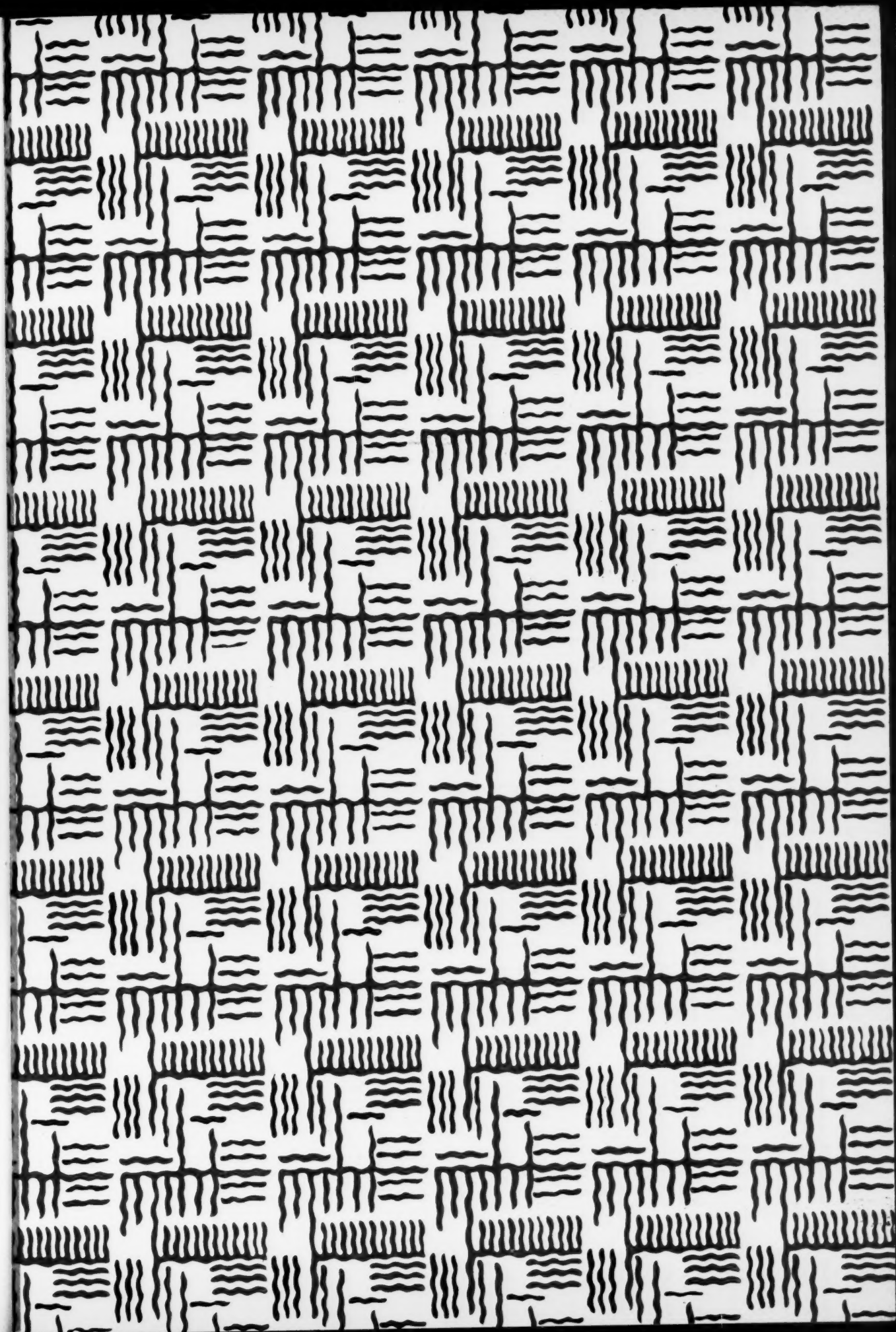
Firm

Name

Address

City State MP 4-32





***For your Bi-centennial year boxes, use
»Contemporary Print« 1509-29.***

The Paris version of the new mode is a star-spangled banner tri-color print with a plain color trim.

For a flash of Parisian chic in boxes, LOUIS DEJONGE & CO. presents »Contemporary Print« 1509-29 and suggests that it be combined with a plain paper trim in red, white, blue or gray.

This print is shown in six color harmonies reflecting the new style trend. The ground colors are jet black, Christmas red, jade green, beige and turquoise blue. We recommend the following uses for this group of papers:

Stationery boxes, powder and toiletries, sports accessory boxes, bon voyage boxes, gift and holiday boxes, etc.

Samples upon request from

LOUIS DEJONGE & CO.

NEW YORK

PHILADELPHIA

CHICAGO

***For your Bi-centennial year boxes, use
»Contemporary Print« 1509-29.***

The Paris version of the new mode is a star-spangled banner tri-color print with a plain color trim.

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Stationery boxes, powder and toiletries, sports accessory boxes, bon voyage boxes, gift and holiday boxes, etc.

Samples upon request from

LOUIS DEJONGE & CO.
NEW YORK PHILADELPHIA CHICAGO

SYLPHRAP

IN COLORS

AND EMBOSSED DESIGNS



STANDARD COLORS:

WHITE
DARK BLUE
LIGHT BLUE
RED
PINK
VIOLET
ORCHID
DARK GREEN
LIGHT GREEN
TANGO (ORANGE)
AMBER
BLACK

STANDARD EMBOSSING:

LINEN
SILK



YOU have been told about the moistureproof and greaseproof qualities of SYLPHRAP, its transparency and beauty, the increased sales appeal it gives to your products. . . .

its advantages for both hand-wrapping and machine-wrapping. . . .

the superior heat-sealing quality of moistureproof SYLPHRAP. . . .

the effectiveness and economy of bags and envelopes made of SYLPHRAP. . . .

its printability and the splendid results obtained with multi-color printing. . . .

and the manner in which SYLPHRAP is shipped, i.e., in sheets or rolls.

SYLPHRAP is also produced and sold in eleven popular colors (see list). White SYLPHRAP may be had embossed in linen or silk finish as well as in the plain white. Special trade-mark embossing made to order.

Colored or embossed SYLPHRAP is used to advantage in obtaining unusual decorative effects, maintaining color schemes and for individuality.

Samples and full information gladly mailed on request.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd St., New York, N. Y.

Works: Fredericksburg, Va.



ST

WE appreciate the compliments conferred on us by various manufacturers who have delegated to us that important phase of their sales promotion problem—styling the product and package.

Experience, gained over a period of many years of constant application to package design problems, enables us to render exceptional service to manufacturers confronted with such problems.

We do no manufacturing. Our ideas and recommendations are therefore unbiased.

As consultants and designers we offer you that vital but invisible asset to business vitality—creative resourcefulness and the outside viewpoint resulting in more desirable merchandise for the consumer and increased sales for the manufacturer—the logical result of improved commodities.

PACKAGE DESIGNOR



YOUNG

THE PRODUCT
THE PACKAGE



CORP., 8 MURRAY STREET

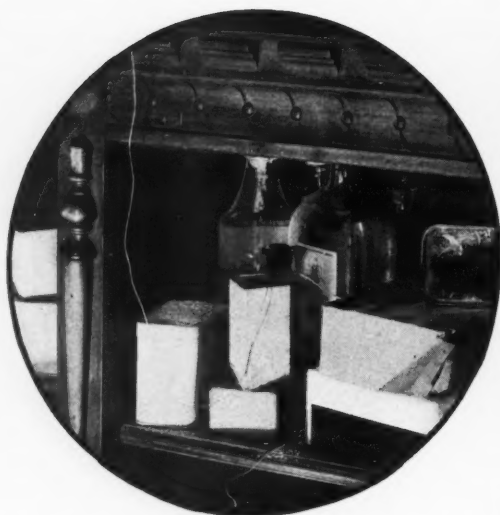


NEW YORK



Which

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OR

UNDER
THE COUNTER

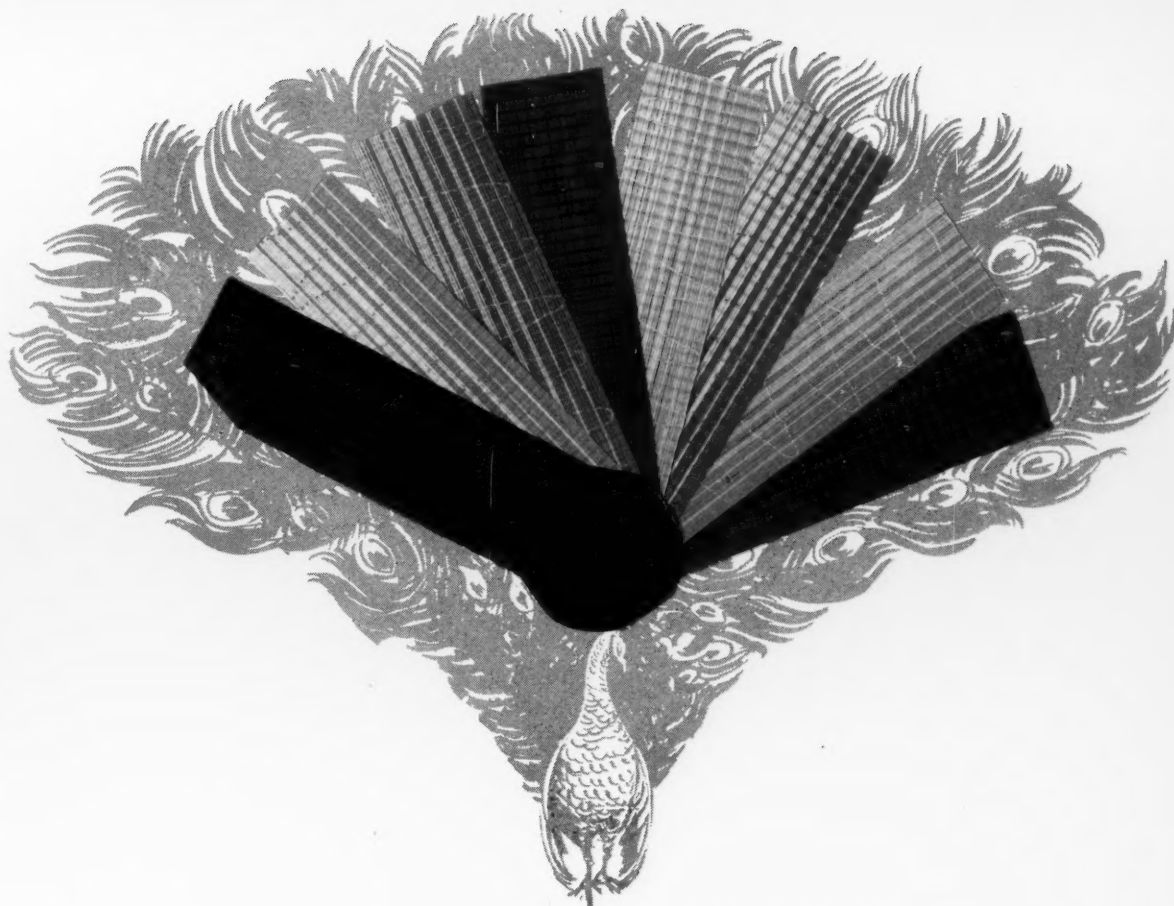
ON
THE COUNTER

Take a good look at these two pictures. The first is a shelf under a typical drugstore counter—the place where slow-moving products get shoved out of the way—where dust and despair surround what once might have been a bright sales opportunity.

The second is the top of a retail counter. On it is displayed an interesting, eye-catching, sales-compelling product—packaged in one of Owens-Illinois' latest bottles. It is *on* the counter, *selling itself*. Why? Because dealers instinctively give first place to well packaged merchandise.

Where is your product put in retailers' stores? We would like to help you keep it up where the sales are made. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS
BOTTLES AND GLASS CONTAINERS



BRILLIANT AND DISTINCTIVE

- As a tying material Ribbonette has a beauty in keeping with *modern* products—*modern* packages.
- These new wide Duo-Shade designs are but a suggestion of the many effects available, for Ribbonette is styled to meet your ideas as to design and width.
- But Ribbonette has more than beauty. Made of fine cotton yarns, it can be depended upon for service. It solves the question of more attractive packages for less money because it is exceptionally low in price.

Send for samples.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.
2319 Logan Blvd. Chicago, Ill.

RIBBONETTE

By the Makers of Print-Ad-String



Illustrating Round Boxes with three different types of covers. Diameter of boxes 7 inches; height 2½ inches.

Now Ready! **Machine-Made Rounds of Unusual Quality**

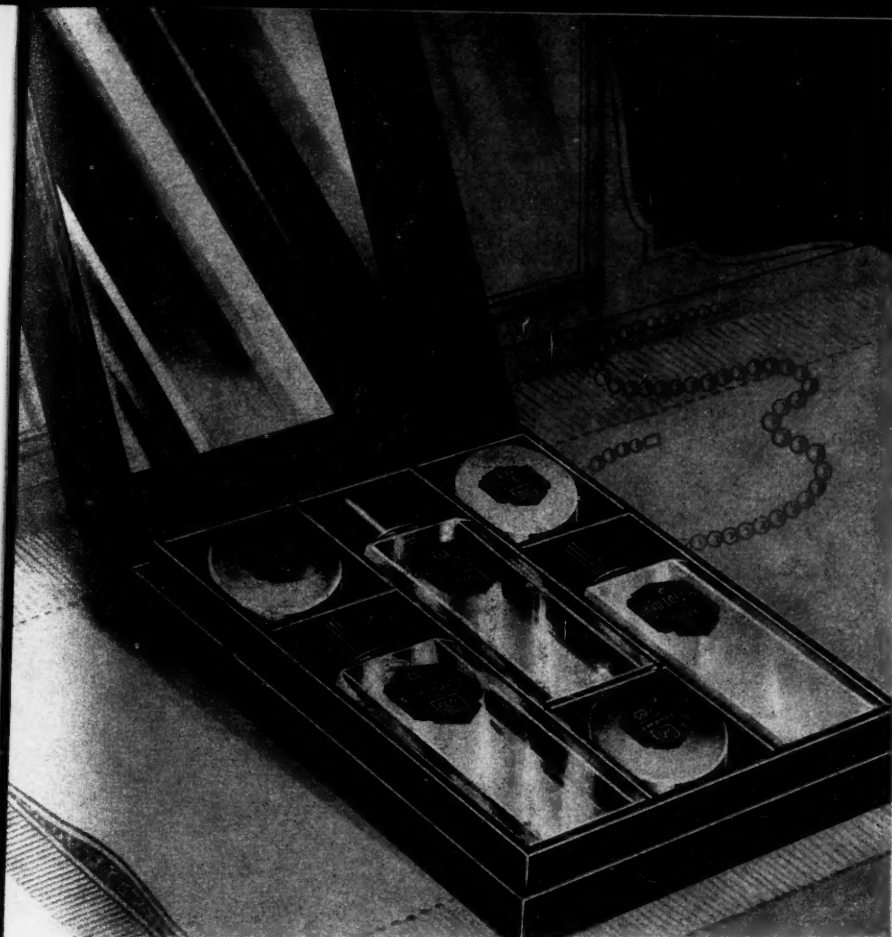
Patents Applied for

These round boxes have exceptional charm and distinction. They are suitable for a great variety of products. Sizes range from 2" to 12" in diameter and up to 4½" in height. The prices, in comparison to other standard containers in these sizes—are remarkably reasonable.

Samples and full information on request.

LEBANON PAPER BOX CO.
LEBANON, PENNA.

New York Office: 51 Madison Ave.



Photos Courtesy Kurz-Kasch Co.

PALANIUM Gold and Silver Papers . . .

A NEW ACHIEVEMENT!

THE remarkable printing surface of Palanium Gold and Silver Papers is the result of a new process used in the manufacture of these papers.

Note the clean, sharp, uniform impressions this sheet takes from type and halftone plates.

Palanium Gold and Silver Papers are rub-proof and have excellent folding qualities. Furthermore, they are decidedly economical.

Write for sample sheets and full particulars.



An
AMERICAN BEAUTY
PAPER

C. R. WHITING CO., Inc.

620-650 Main Street

HACKENSACK

NEW JERSEY

FIVE REASONS

why it will pay you to
use the new

PALANIUM

GOLD AND SILVER PAPERS

1. Exceptional Printing Surface
2. Absolutely Rub-proof
3. Splendid Folding Qualities
4. Correct Color and Brightness
5. Economical



PALANIUM Gold and Silver Papers are
a new addition to our well-known line of
AMERICAN BEAUTY PAPERS

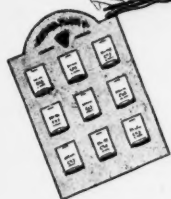
Send for Sample Books

C. R. WHITING COMPANY, Inc.

620-650 Main Street

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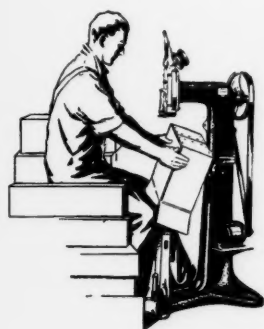
NEW JERSEY



POTATO CHIPS OR STOVE BOLTS...

CELLOPHANE OR FIBRE BOARD...

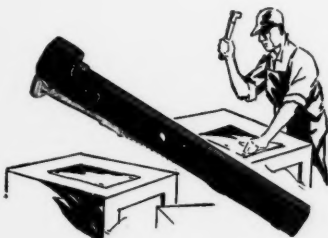
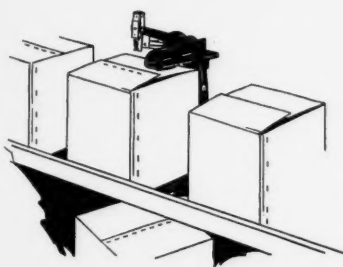
TO manufacturers of small products open display on attractive cards offers increased sales and profits. Bostitch-Fastening cuts the cost and time required for sealing and mounting.



For packaging larger units, Bostitch-Fastened cartons and containers afford protection from loss, damage, dust and similar destructive agents. Foot and motor driven staplers and stitchers are made for forming, bottoming and sealing.

The Bostitch Self-Feeding Hammer in the shipping room rapidly and securely attaches labels and tags to crates, boxes, or barrels. One hand—one blow—and a double pointed tack is driven home—as fast as you can swing your arm.

Send us samples of your product or container—we will gladly make recommendations without obligation.



Offices or representatives
in all principal cities

This new pictorial story, "Guarding Against Profit Thieves," has a message for every business executive. You can have your copy without obligation by just filling in and mailing the coupon below.



BOSTITCH

THE MODERN METHOD OF FASTENING

BOSTITCH SALES CO., East Greenwich, R. I.

Gentlemen: Send me free copy of "Guarding Against Profit Thieves"

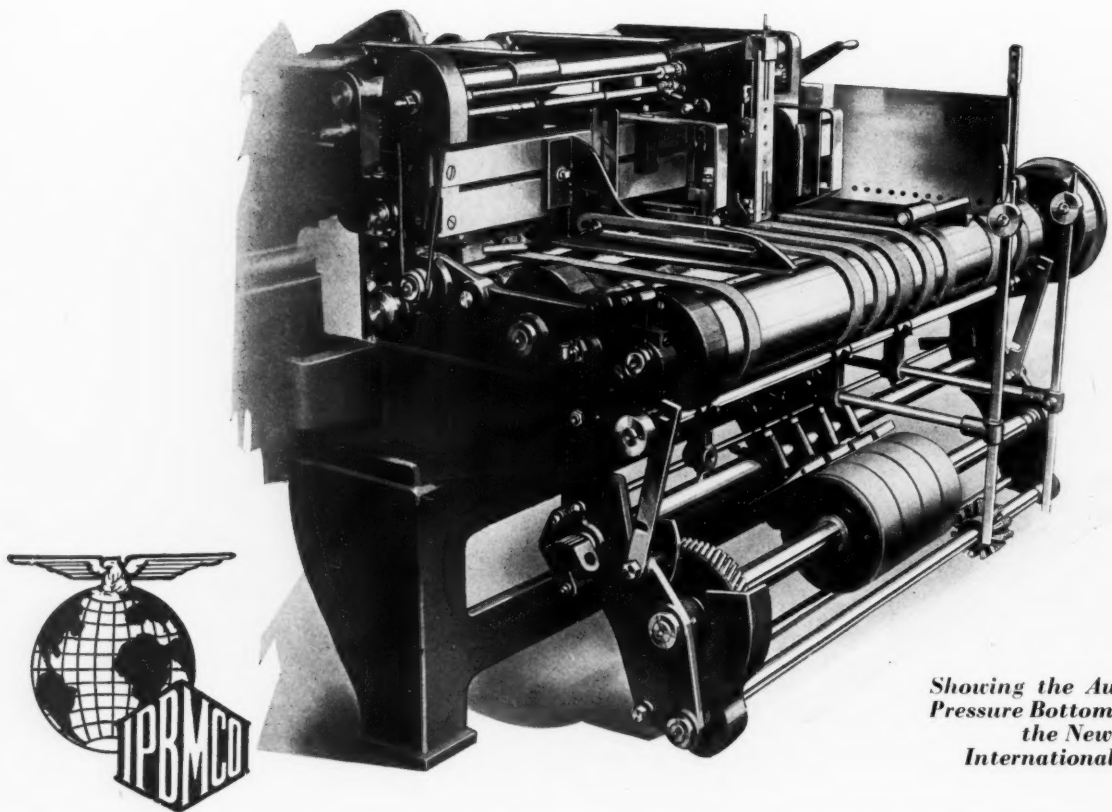
Name.....

Address.....

1850 CARTONS PER MINUTE!

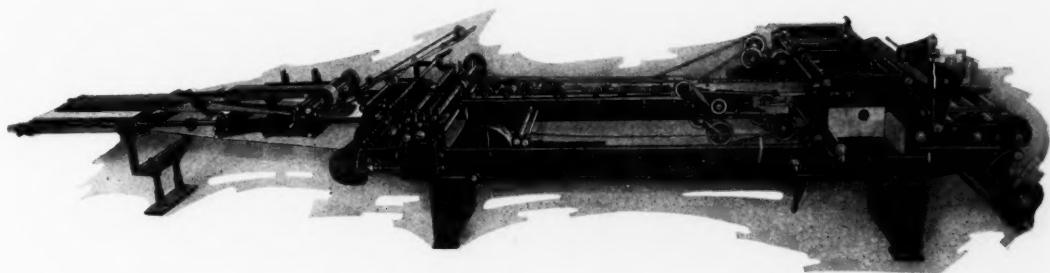
THIS high production record is in a large measure due to the unusual efficiency of the **AUTOMATIC PRESSURE BOTTOM FEED** of the new *International Model A-A*.

THE AUTOMATIC PRESSURE FEED is unquestionably one of the most important recent inventions in the folding box industry. Because the automatic pressure removes the fanning labor and because it feeds so steadily and easily, it not only permits, but induces a great increase in production over any other type of machine using any other feed. No Gluer but an *International* can give you **AN AUTOMATIC PRESSURE FEED**.



Showing the Automatic
Pressure Bottom Feed
the New
International A-A

Pa
N



The new
**INTERNATIONAL MODEL A-A
FOLDING AND GLUING
BOX MAKING MACHINE**

HIGH production is not the only advantage of the *New International Model A-A*. The boxes produced on this machine are the acme of perfection. They are clean, free from smudges, and perfectly glued. Gluing defects are prevented by **THE TRIPLE WHEEL GLUE POT** which is equipped with a rotary scraper and a wide glue wheel. It applies a thin film of adhesive—just enough to securely glue the joints of the carton and not squeeze out at the front or rear edges. The third wheel catches the particles of glue thrown off at the extremely high speeds and returns them to the pot instead of allowing them to build up and drag thruout the machine.

The *Model A-A* machine is guaranteed to operate at high speeds with a maximum folding belt speed of 12,000 inches per minute, and production is limited only by the ability of the attendants to feed and take away the finished product. The automatic pressure feed, and the horizontal stacker with **DOUBLE APRON SPEED** and side or end delivery, insures such high speeds with minimum effort.

Write for booklet fully describing the advantage of this up-to-date machine.

**The International
Paper Box Machine Co.**
Nashua, New Hampshire, U.S.A.





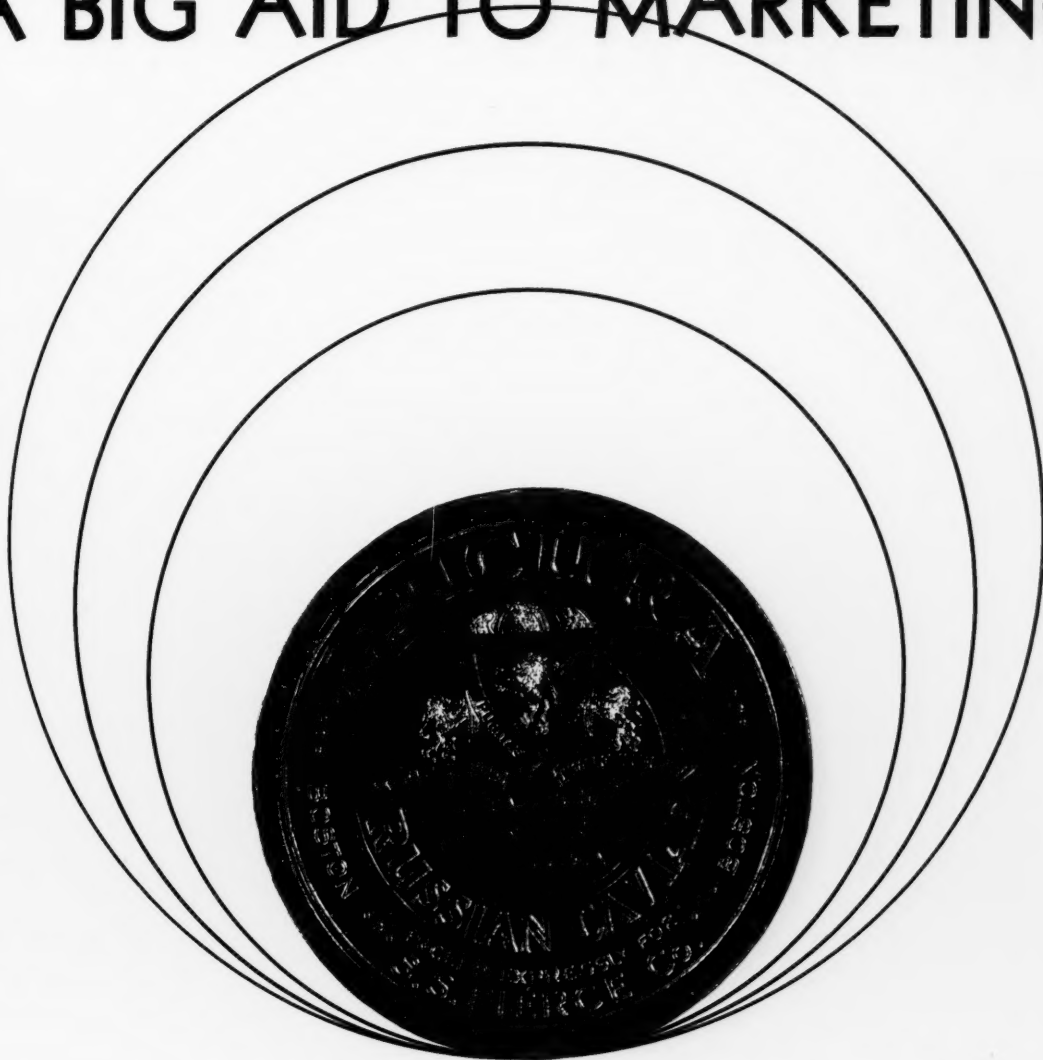
SALES-STIMULATING CONTAINERS

The irresistible beauty and display value of Chicago Molded containers is reflected in the above photograph. An increasing number of manufacturers who recognize the importance of presenting their products so that they become appealing self-salesmen, are adopting this attractive form of packaging.

If you are not now taking advantage of the sales-effectiveness of molded containers, let us offer some suggestions—without obligation. Send us a description of your product and packaging requirements—or preferably, one of your present packages—and you will hear from us promptly.

CHICAGO MOLDED PRODUCTS CORP.
2142 WALNUT STREET CHICAGO, ILL.

A BIG AID TO MARKETING



A strikingly designed label is an important requisite in the marketing of products thru retail channels. You are assured of the utmost effectiveness when you use Cameo Labels. Write for samples and note the superior quality and workmanship which has made these labels famous for their beauty and sales appeal.

CAMEO DIE CUTTING & ENGRAVING CO.

140 WEST 22nd STREET
NEW YORK, N. Y.

Pacific Coast Representative—C. M. Turton, 531 Central Bldg., Los Angeles, Cal.

Cameo

CONTAINERS *by* CONTINENTAL



HIGHLY ADAPTABLE

A new tin container of modern design recently manufactured for Devoe & Reynolds Co., Inc.

When you package to increase sales, don't overlook the adaptability of Tin Containers by Continental. For liquids, pastes or dry products, there are styles and shapes of cans to meet every packaging need, with sizes from small sampling cans to large drums . . . all adaptable to high-speed, automatic handling.

THOROUGHLY PROTECTIVE

Further value of Tin Containers by Continental as sales aids is due to their great strength and protective qualities . . . they eliminate spoilage and staleness of product by excluding moisture, germs and all other destructive elements. Your products are safe when packed in tin.

An air-tight, easy opening and closing tin container for Adgene, Inc. with special innerseal to prevent substitution.



COLORFUL

A beautiful new container lithographed in attractive pastel colors (four different color combinations) for A. P. Babcock Co.

Perhaps the greatest sales value of Tin Containers by Continental lies in their wide adaptability to permanent, colorful lithography. The full details of the finest sketches can be faithfully reproduced in few or many colors. Continental Lithography increases the sales value of any well-designed can.

ECONOMICAL

Modern Tin Containers are the strongest, lightest and most economical of all packages. No other type yields so much in service at so little cost.

Investigate the many advantages of Containers by Continental as they apply to your packaging . . . Continental representatives skilled thru many years of packaging experience are at your service.

A new container for Wilson's Pork Sausage, excellently designed and extremely colorful.



CONTINENTAL CAN COMPANY INC.

NEW YORK: 100 E. 42nd St. CHICAGO: 111 W. Washington St. SAN FRANCISCO: 155 Montgomery St.

"IT'S BETTER PACKED IN TIN"

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MODERN • PACKAGING

APRIL - 1932

VOLUME FIVE—NUMBER EIGHT

GONE: The Wooden Age of MEAT PACKAGING

by John Winters Fleming

MEAT PACKAGING is out of the woods! Way back in the years before sliced bacon and fancy meat loaves, while the Civil War still split the nation, meat packaging was in its wooden age, literally. Meat packaging meant wooden crates, casks and kegs, wooden boxes, tubs and barrels—as lively and colorful and dramatic as a barrel stave. That was the year Jacob Dold, Sr., started packing meat. Even his plant was wooden, a frame structure near the corner of William Street and Fillmore Avenue, then on the outskirts of Buffalo, N. Y.

Today on the same site a group of connected buildings, four to eight floors high, houses home offices and plant of the Jacob Dold Packing Company, one of the nation's six largest packing plants and the largest east of Chicago. Moreover, the company duplicates its home plant meat packing in two other mammoth plants, one in Wichita and one in Omaha.

Packaging has kept pace with



Photo by Rehnquist

the company's growth. Today Dold meat packaging is as vivid and vital a part of Dold meat packing as can be achieved by colorful, lustrous packaging materials ranging from five-color-printed transparent cellulose wrappers, three-color-printed display cartons to two-color-printed fibre and corrugated shipping cases.

Of necessity, dry salt meat, brine pork and pickled meat still involve the use of wooden boxes, barrels, casks and kegs. It is in the fresh meat, smoked meat and meat specialties department of the company that packaging takes on significance. With the exception of canned meat, sausage meat and link sausage, all meat specialties which comprise sliced bacon, boiled and baked hams, sausage meat and link sausage, fancy meat loaves and canned meat, are hand-wrapped and hand-cartoned by a force of 34 girls in what is called the sliced bacon room.

As the bacons come into this room they are automatically sliced by three large slicers, the ends by a small hand-slicing unit. The sliced bacons are then ready for packaging, with 30 of the 34 girls engaged exclusively in hand-wrapping and hand-cartoning, under four different brand names.

Three of these four brands involve the same packaging operations with minor exceptions. Niagara, the fancy grade, and Sterling and Sunflower brands, second and third grades, respectively, are packed in 12 half-pound packages, 6 one-pound packages and in loose layers, six pounds to the carton, lined and layered with glassine sheets.¹ Where five-color-printed transparent cellulose¹ is used for the Niagara brand, however, two-color-printed glassine² is employed for the Sterling and Sunflower brands.

¹ Shellmar Products Corp.

² Riegel Paper Corp.

Hartford City Paper Co.

The latter, also, has a plain instead of a three-color-printed carton display, with a slip-on cover rather than a cut-out cover. The Niagara brand is also packed loose in one-pound cartons, lined and layered with glassine sheets.

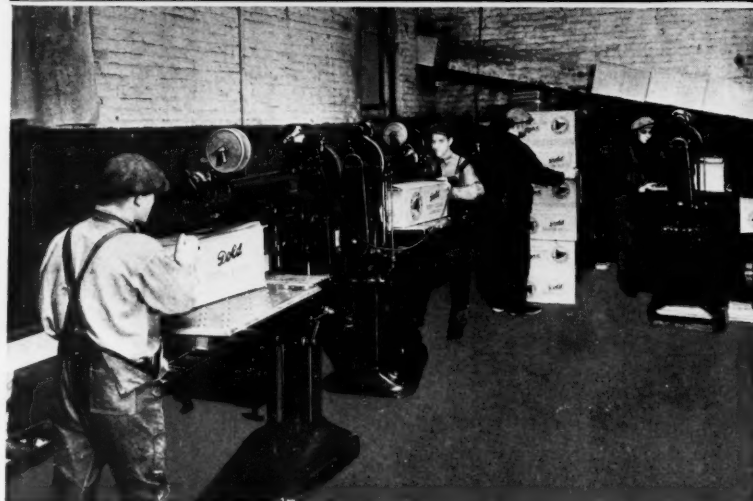
The fourth brand, Sunnyfield sliced bacon, packed exclusively for the A. & P. stores, is packaged only in 12 half-pound packages, each wrapped with five-color-printed transparent cellulose and in a two-color-printed display carton with a cut-out cover.

Boiled and baked hams and fancy meat loaves are all packed under the Niagara brand name. The former are wrapped in a three-color-printed, greaseproof wrapper lined with glassine and sealed with tape on any of the home plant's twenty taping machine units. Individual printed cartons lined with waxed paper are used for the baked hams. And for the five varieties of fancy meat loaves, an amber, two-color-printed, waxed glassine wrapper is used in either a round or square shape. After wrapping, they are sealed on



Upper Right: The fresh meat and specialty assembly packaging room at the Buffalo plant of the Jacob Dold Packing Company, showing two of the power-lift top stitching units. The use of fibre and corrugated shipping cases is an innovation in meat packing

Lower Right: The cutting floor for one type of fresh meat where they are also packed for shipment. Three power-lift top stitching units are shown. Chute in background is connected with the box shop where fibre shipping cases are made up and stored



an electric hot plate and packed in individual printed cartons.

The two remaining meat specialties, sausage meat and link sausage, are packaged in the sausage packing room. Dold's Berkshire Farm Style pure pork sausage meat is packed in one-pound, pressed paper cups or tubs, in 5 and 10-lb. plain pails and in 25-lb. plain tins with brand name labeled on. The Niagara brand is packed in 2-pound cloth bags, inner lined with parchment and outer wrapped in glassine, and in the same plain pails and tins.

Berkshire Farm Style pure pork link sausage is packed like the Niagara Brand sliced bacon, each wrapped in five-color-printed transparent cellulose wrappers, 12 to a carton. Westphalia Style pure pork link sausage comes either in five or ten pounds, packed loose in layers, the printed carton equipped with eight air holes is lined and layered with glassine.

Niagara Brand frankfurt style link sausage also employs the three-color-printed display carton with

cut-out cover. In this carton the frankfurts are wrapped in 6 one-pound packages, each in a five-color-printed transparent cellulose wrapper. This brand also, as well as the Niagara wiener style, and the Sunflower frankfurt and wiener style sausages, are put up loose, ten pounds to a color-printed carton lined and layered with glassine.

In the smoked meat wrapping room Niagara Brand, the fancy grade, smoked hams and bacons, are triple-wrapped by hand in a rag paper inner wrapper to absorb the grease, then a glassine sheet and last a white, greaseproof outer wrapping paper featuring three-color-printing. At Easter and Christmas these products don a fourth wrapper, a gala, festive, two-color glassine sheet with appropriate seasonal motifs. Westphalia Brand smoked hams, and Sterling Brand smoked bacons, second grades, are similarly wrapped except that their outside wrappers are spot printed in the center instead of featuring an all-over three-color-printing.

Niagara Brand smoked picnics or Calas and Niagara Brand pork daisies, choice front shoulder cuts are both wrapped in five-color transparent cellulose wrappers.

All the preceding products described and packaged for sale over the counters of the country's shops, constitute only half of the Dold meat packaging story. The other half involves the packaging of these bags, cartons and wrappers for shipment.

Centrally located to the sliced bacon and sausage packing rooms and the fresh meat cutting and dressing room, is one long, wide room known as the fresh meat and specialty assembly packing room.

Here all meat specialties, except canned meats, and all fresh meats with but two exceptions, are packed in shipping cases. In this room also just within the

(Please turn to page 78)



Upper Left: The box shop at the Jacob Dold plant in Buffalo showing one of the double-headed automatic make-up units

Lower Right: The smoked meat packaging room showing one of the power-lift top stitching units for the two-color-printed fibre shipping cases

IDEAS

—By Martin Ullman—

EVEN A SINGLE HAIR has its own shadow... Writes Miss E. R. LODER (Sales Promotion & Selling) EARN-SHAW KNITTING CO., of Chicago, "Hope you succeed in making every manufacturer realize the importance of packaging... particularly to the feminine consumer"... writes EDWARD SHEEHY, Jr., of THE QUAKER OATS CO., of Cedar Rapids, Iowa, "Stay with it, Mr. Ullman. I am looking over your ideas each month waiting for one to come along that I can apply to my own use in some form or other."...and CAMPFIRE MARSH-MALLOWS advertises its one-pound package (see IDEA #14, January issue) of 4 individual sealed pack-ettes, "The new package certainly simplifies the problem of keeping a fresh home supply. Inside the outer wrappings are four separate pack-ettes."

Front page news... from bulldog editions to 5-star finals the most important news headlines newspaper front pages...you never see display advertising there.... Names make news...newspapers are full of names, and when of premier importance, you'll always see them on the front page.... "Some tell, some hear, some judge of news, some make it." (Dryden)...From sobbing tabloids to staid fogey capitalistic newspapers, each follows regular make-up...News up front...society and editorials usually in middle section...sports precede financial section...want ads next to last page.... Curiously, newspapers and packages are alike in that they are put out for the masses...and successful only when published in the language of the masses.

If I were a manufacturer of packaged goods, I'd beg, borrow or steal newspaper "make-up." Every package is a six-sided newspaper... Note in tonight's newspaper how headlines are made up of the fewest words...yet what a world of information conveyed in condensed form... The front of the package is its front page. This important space should tell more than just a bald statement of product name...it should picture all, so that at first glance men and women are enabled to gauge the desirability of the article and to form their buying preference.... People read news...every bit of it. Like newspapers which yield up to everybody every last iota of information, packages should use all sides to clearly state informative news about the product they contain... If your product is "New!" "More Convenient!" "Better Made!" headline these advantages as news... It will shorten sales distance between manufacturer-to-jobber-to-retailer-to-consumer... Instead of repeating the name of your product on each side (as the majority of packages do today) picture points of superiority which make vital product news... Because advertisers like to pick their readers, they request special positions. Preferred position in a newspaper is next to reading matter. It commands a premium over the other space. Every side of a package is a preferred position.

Today, price is the key to sales...and it doesn't take so much selling when the price is lower than the other fellow's... BUT most manufacturers have products that are not of the cheapest. In the competition for business their package must establish the tradition of excellence that surrounds the merchandise... convince people that it is worth the price... All sides of the package can help create ready consumer acceptance... reduce retail sales resistance... which in turn multiplies the dealer's turnover... Put all sides to work.

***** ©1932 by Martin Ullman

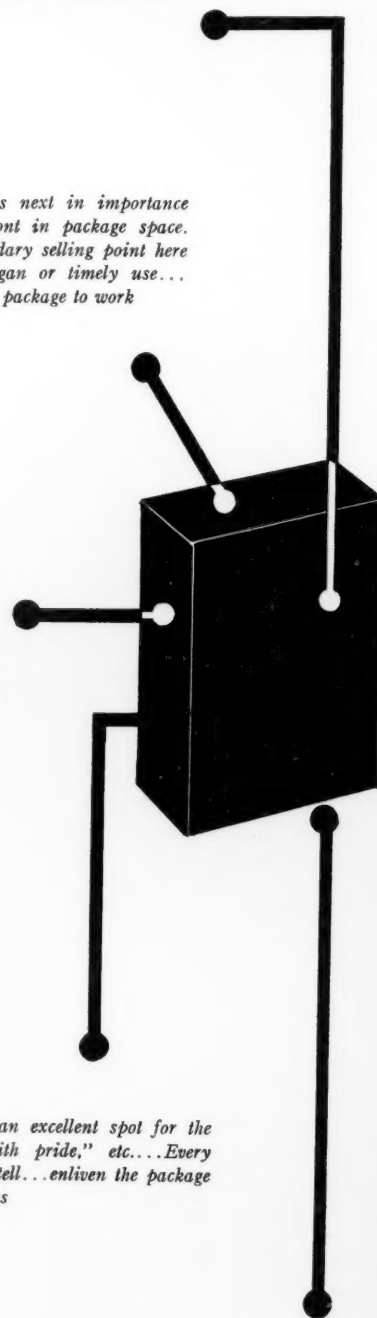
FRONT* space... There should be only one front (face) to any package... Headline the line... supplement the product name with self contained message... picturize the salient feature of merchandise offered... through color or design or text... boiled down to striking essentials... Remember Americans emulate the mountain goat by hopping, skipping and jumping from headline to headline... Every product has one superior selling point which can be dramatized in the best front page manner

TOP* space is next in importance only to the front in package space. Picturize secondary selling point here... perhaps slogan or timely use... put top of your package to work

SIDE* space can be likened to a newspaper full column... a story to be told... taking form of the familiar newspaper columnist's method. It can be packed with valuable information... a reader feature... news such as household hints or fashion notes

BACK* space... what an excellent spot for the editorial "we point with pride," etc.... Every business has a story to tell... enliven the package with thumb nail sketches

BOTTOM* space always for "Made in U. S. A. by So and So Co."... in the least important space for those wholly interested in knowing the name of the manufacturer



19



#20 BOTTLE LABEL***

Children usually take a good deal of castor oil while they're growing up and naturally they come to have a pretty strong dislike for the oil and for the bottle itself....To help overcome this strong resistance and assist parents...why not put up castor oil in bottles with Peter Rabbit or Old Mother Hubbard and the rest chasing about the bottle?...This can be done in colors...which would give kiddies something to look at...attract them... Or another inexpensive way (as illustrated) that might take some of the curse off the bottle is to make use of the back by printing up a label... covering entire area...on which is run a story...with illustrations...of Peter Rabbit and his cut-ups.... This can be done in two colors. (Submitted by HEDGES MACDONALD ... Eastern Editor of Advertising Age, New York)



#19 NOVELTY BOTTLE***It won't be long now when the endless rows of bottles, containers and equipment used by doctors and dentists will be made more attractive...Tonics and medicines usually come in ugly brown glass...yet children would take such with less complaint if made up to look less distasteful....My idea is to shape the bottle like a fuzzy dog...all children love pets...the same idea can be made in the shape of a smiling gnome or creating a benevolent character who gets you well...After the bottle is emptied, children could retain it as a toy. (Submitted by MISS E. R. LODER... Sales Promotion and Selling...Earnshaw Knitting Co., Chicago, Ill.)



Design by ROGER
©1932 by Martin Ullman

#21 ALARM CLOCK COVER...giving a secondary use to the set-up box...

Since clock makers must use a set-up box to distribute their product, why not turn it into a continuous reminder after it has been emptied?...The popular alarm clock models are still ugly ducklings and usually are placed inconspicuously in the bedroom....My idea shows the usual rectangular box commonly used by all clock manufacturers...I've taken the lid apart...made the opening at the bottom and introduced an additional circular opening through which the clock-face shows...When packaged at the factory it has the usual additional base unit...smaller in size...When bought the consumer throws the underneath piece away and retains the upper cover. (B) shows how it looks on a dressing table...attractive to the eye...different...all because the box cover with a bit of art has been put to further use. (A) shows the cover being removed for purpose of setting the alarm. The back (C) as illustrated can be used for a selling message, calendar or what-have-you...Very inexpensive to adopt...(Submitted by MARTIN ULLMAN, New York)



Exclusive!

Admirable Packages for Admiration Hosiery

SO FAR AS Cooper, Wells and Company, of St. Joseph, Michigan, are concerned, the hosiery store of the future will look like a library, an art gallery or the salon of a millionaire's mansion. Certainly it will not look at all like the hosiery shop of today; provided the shop keeper sells Admiration costume hosiery.

A new package idea has been brought forth to intrigue the modern lady and it forms the foundation for an unique merchandising idea—one that has all the appeal of newness and individuality. Instead of offering hosiery to the shopper in prosaic, old style boxes, piled in monotonous rows on conventional shelves, Cooper, Wells and Company are packaging their Admiration hosiery in boxes that have the appearance of beautifully printed books.

Consider how the idea can be expanded by the farsighted retail merchant. His hosiery shop or the hosiery and lingerie section of his department store can be given the lure of a non-commercial setting. Bookcases replace the austere and ugly shelving. The walls are papered and hung with paintings and prints. There are lounges, tables, chairs and other furniture about the room, just as the shopper would like them to be in her

home. The displays are masterpieces of colorful simplicity, perhaps set into the walls and indirectly lighted. When the salesperson shows her a pair of hose, it is taken from a bookcase in one of the book-boxes and shown in a most favorable atmosphere.

Each box contains three pair of hose; a great inducement to buy three instead of one, for the box is not included in sales of a single pair. The idea likewise stimulates the sale of hosiery for gift purposes. The package lends a touch that is most appropriate for the occasion by the insertion of a gift or calling card. Everyone appreciates a gift that has an element of unusualness and the new box effectively eliminates the triteness that generally clings to a gift of hosiery.

The new book containers come in a variety of colors. When shown on display or, as suggested by the company, in bookcases, they appear to be intricately and beautifully hand tooled leather such as would delight the heart of a bibliomaniac. In actual fact, they are covered with French velour* paper, the backbone in either patent leather or flint glazed paper of a contrasting or similar shade combined with gold and the edge of the container in a half-fine gold paper.* At the present time boxes



A close-up view of the new packages for Admiration hosiery. The covering of the box in the foreground is a linen paper



Above: One of the group of model rooms at the Merchandise Mart, Chicago, illustrating a representative setting for a hosiery department in which Admission hosiery in their ingenious book packages are sold

covered with French velour paper only are in distribution although a display at the Merchandise Mart, Chicago, includes boxes covered with linen, embossed and patent leather papers* in a large number of simple and modern designs and colors. These coverings are now under consideration by the company for future use.

In order to present the idea in an appropriate setting and to show the retail merchant how the new package can be emphasized to his financial benefit, Cooper, Wells and Company have constructed a model display in the Merchandise Mart. The illustration above shows one of the rooms in the display. The rich harmony of colors and the subtle effects of masterfully handled lighting, make this exhibit of outstanding merit.

M. M. Henderson, president of Cooper, Wells & Company, believes that times like these require extra merchandising efforts and that a manufacturer should show his retailers something tangible in the way of sales-building ideas to overcome present buying inertia. Realizing the importance of the package in the eyes of the retail buyer, he has created a perfect example of what can be done along merchandising lines by using the package as the basis of his appeal to the interest of the buyer.

It is almost unnecessary to say that Admission hosiery is a quality product. The line is well known and the manufacturers are widely recognized also for their Iron Clad hose line for men, children, etc. Therefore, they realize that it would be untenable to offer good hosiery in an inferior package any more than for a jeweler to offer diamonds to his customers in striped candy bags. Having created and built up a reputation for a fine product, Cooper, Wells and Company offer it in a fine setting, together with a new idea that will reawaken the fickle interest of the shopper.

Plans call for an advertising campaign that will be based upon the unique package for attention value and quality for the clinching sales appeal. Displays are being prepared which the retailer can borrow to feature the various colors and numbers of Admission hosiery. One of them is shown in an accompanying illustration.

* Keller-Dorian Paper Company

Below: In the foreground one of the folding displays loaned to dealers of Admission hosiery by Cooper, Wells & Company. The painting is in full color and is used to display "Flamingo" tint Admission hosiery



New Tricks In



Left: Simultaneously with the introduction of the Houbigant shaving lotion in its graceful bottle, Houbigant's shaving cream was presented in a most interesting and smart phenol resinoid bowl container. Molded of Plaskon, a new material recently placed on the market by the Mack Molding Co., Wayne, N. J., it comes in a pastel green which matches the closure of the bottle. The labels are silver metal paper printed in black

Right: The new, one-pound "economy package"—really four packages in one—for Campfire marshmallows, which combines convenience of constant supply for the housewife with an assurance of continued freshness. Inside the one-pound package are four pack-ettes individually wrapped and sealed in moisture- and air-proof waxed paper. The wrappers are in four colors—duplicates of the wrapper for the entire package

Below: Something new and novel in a manicure set. Just push the revolving door and the set is ready for use. All the requisite articles essential to a manicure are packaged in this phenol resinoid molded Roto-Tray, manufactured by Schneider Brothers, Inc. Photo courtesy Bakelite Corporation

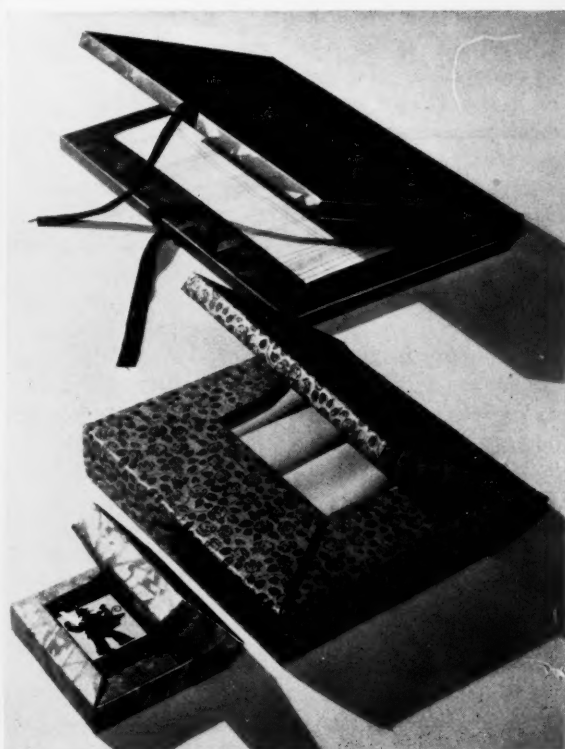


s In Packages

Right: The Latherite golfer shaving brush, manufactured by the Latherite Co., Inc., New York. An ingenious and novel item as well as practical because of the rotary motion of the golf ball grip, and particularly suitable as a gift or prize. The golf ball is in natural color with the ferrule of the brush in red. The container is attractively covered with a tan velour paper edged with black. It creates an interesting display both from a packaging and product angle



Left: The Warner Brothers Co., Bridgeport, presents these new boxes that have the appearance and rigidity of a set-up box but are manufactured at the cost of a folding box. They are shipped flat and may be either printed or covered with decorative paper



Below: The new Cutex hand cream jar which is a little gem of beauty in ivory and black. The opalescence of the container is its chief attraction, aided by the delicate lines of construction. The label is black and white with black, gold and red borders. The closure is of dull black metal



Editorially Speaking — —

From Now On—Change

Among our valued acquaintances is a delightful old lady who has lived well beyond her allotted "three score and ten." An incessant reader, a keen observer at every opportunity, and a brilliant conversationalist, she has maintained, in spite of a failing constitution, an alertness of mind which would do credit to one many years her junior. One marvels at her comprehension and understanding of present-day conditions. However, her philosophy, creed, or whatever you choose to call it, affords an explanation. "Several years ago," she will tell you, "when I knew I must step down and make room for the younger generation, I rebelled. Displacement is always an objectionable thing—we all fight it. But though we may not like changes in customs, in ways of doing things, they are continuous and inevitable. So I made up my mind then that I would accept my lot and try to understand that the world was moving along. I might not have a place in it, but I could at least make an effort to comprehend what it was all about." And like Abou ben Adhem, she heads the list of her contemporaries.

Packaging—the science and utilization of the package—scarcely at its beginning, is already undergoing changes. New materials are being developed, new equipment is displacing the old or performing work which has been done by manual methods, new forms of display and merchandising are being adopted. To refuse recognition of these facts is business folly. Yet many manufacturers who have occupied high places in the past, making successful use of packages then accepted, have been content to remain—either through time-worn obstinacy or ancient confidence—in a rut. Unable to accept progressive ideas, they have been unwilling not only to shift the load to younger and more able shoulders but have closed their minds to that which, in their time, made them great—progressiveness.

Package Executives

Frequently we have been asked, "Who are these packaging executives; who are the fellows who have the say on package specifications and stipulations?" We are frank to confess that such questions, in our earlier experiences in the packaging field, occasioned some embarrassment, mainly because we found in our study of conditions that there was a considerable diversity of opinion even among those who represented the progres-

sive group of package users. Among smaller companies it was possible to single out an individual who was entirely responsible for the packaging work done; in the larger units such duties would be distributed among a greater number. But in most cases the "position" was hardly that of an executive; it was more of an assignment that was to be taken care of along with other responsibilities. This condition was due largely to the fact that users of packages had not fully realized the complete capabilities or functions of packages—their ability to protect, to make more convenient, to successfully merchandise goods.

With a better understanding and appreciation of what packages could do, there developed the need for closer supervision and coordination. Such work then became the direct concern of certain individuals who, under various titles, assumed the responsibility for stipulations and decisions with respect to packages. Thus developed the packaging executive.

His, however, is not a lone game. He must—if he is to secure the best results from his packages—seek advice from those who are concerned with the progress of such packages in production, in advertising, in sales. Failure to do so results in a decided handicap for an otherwise successful package.

In the March issue of the *Phoenix Flame*, H. J. Higdon (Hig) points out a situation which serves as an example of what happens when cooperation, such as we have outlined, is lacking. So we quote:

"A high-pressure package designer gains audience with the chief executive of a food packing organization . . . business hasn't been so good . . . the packaging executive is in the mood to listen to anything which might bolster up sales . . . he buys a new package.

"Sketches are submitted . . . 'cute' . . . they are accompanied with more high-pressure conversation . . . the packaging executive approves them as they are, rather than show his lack of understanding . . . materials, supplies, etc., are purchased . . . and soon the new package finds itself in regular sales channels . . . the package designer's job is complete.

"A week passes . . . one month . . . two months . . . sales sheets are hopefully scanned, but without results . . . six months pass, the new package costs more, but it can't be sold for more . . . a year passes . . . the packaging executive makes a few rough calculations and says, 'never again.'

"On the surface it looks like a bad case against the new package . . . but let's look a little deeper: *First,*

the packer had always sold his product on a price basis . . . his salesmen were so trained . . . the wholesalers and retailers would not pay extra for a new package, alone. *Second*, the new package was sent out 'cold' . . . no announcements . . . no reason given for its adoption . . . there were no window cards, counter cutouts, or advertising in consumer publications to help it along. *Third*, the new package had been selected without consideration of the sales manager, advertising manager or production man . . . They had long wanted a new package, but did not relish being treated like errand boys . . . so they made no special effort to push it.

"Yet the new package was said to be a failure."

An Opportunity for Real Coordination

Three billion dollars is a lot of money. Until we saw the figures and had an opportunity to digest them, we did not realize that such an amount represents the cost to produce the packages required by national manufacturers in the distribution of their products. We are more enthusiastic about the industry which we serve than we have been previously—and we have been shouting from the housetops that packaging was just at its beginning.

Big business has a habit of doing things in a big way—it is not satisfied with mediocrity or even half measures. It can be expected, therefore, that those who seek recognition from the packaging industry must be prepared to deliver commodities, service or cooperation of a high order if they are to command respect and continued patronage. Likewise, the packaging industry has already expressed itself as being particularly receptive to constructive exploitation, and this gesture may be interpreted as an encouragement to further steps in that direction.

It is significant that considerable appreciation of the needs of the industry is held by the supply group—those companies and individuals who furnish equipment, materials and service. Their knowledge of the field and its requirements and their experience in solving its problems constitute what is perhaps the most valuable reference to which the consuming group—the users of packages—has recourse. Such being the case, to make the greatest use of this source of information should be an obvious procedure.

Announcement has been made of the intention by the American Management Association to hold a packaging conference and exposition next year. If we are to judge from the interest and enthusiasm shown at the two previous conventions, it can be anticipated that such efforts will meet with generous response.

As sponsors, or initiators of an original plan, the American Management Association deserves high commendation for its contribution to the packaging industry. As an organization it has the opportunity to promote successfully such measures as may be helpful to a further understanding, among package users, of package and packaging problems. But to make the

most of that opportunity, there should be, it seems to us, a closer coordination of plan and action between the association and those who form an intimate part of the packaging industry. The latter are anxious and willing to lend every cooperation.

In making such statements, we are not attempting to contradict evidence to the effect that outside advice has been sought by the association in order that constructive programs could be arranged. We appreciate that in undertakings of this sort there are handicaps of procedure that are bound to make their appearance; certain observances must be followed.

So far as we can learn, there is an earnest desire, on the part of those who can offer advice and counsel regarding packaging, to devote conscientious effort in that direction. We do not believe that such individuals are attempting to encroach upon premises or prerogatives established by the association. They are most desirous of encouraging every movement that can bring about greater appreciation of packages, they are anxious to do that which will make an already big industry bigger. To attain this goal coordinated effort is essential.

Labels for Tables

We don't expect a perfect batting average. Years ago, impressed with the dignity and sagaciousness of an editor we knew, we developed an impression that all editors were superior beings—of the "I am Sir Oracle; when I ope my lips let no dog bark" type. Since assuming the harness, we have modified our ideas considerably. We like to think we are human—we make mistakes of one sort or another.

In the March issue, an article entitled "No Label to Mar Your Table" described a package merchandising plan used by the Pantry Maide Products Company. The material used in this article was furnished us by the manufacturer of the merchandise and the suppliers of the packaging materials used. The title, however, was our own, selected mainly because it expressed a motive sought in this particular instance. Not original, though, for this slogan is used on the display card featuring the product.

We have received objections to this title. We regard such complaints as quite justifiable, for they are based on the premise that certain mistaken impressions may have been created. Certainly this was unintentional. To correct such impressions, we are placing ourselves on record, stating that a label, if it is not well designed and appropriate to its purpose, can mar a table—or anything else for that matter. Conversely, "an attractive label can aid a table."

R. A. Gherhart.

Trade Mark Design for Package Recognition

By Ann Di Pace

"THAT quality and value shall be constant—that comfort and serviceability shall exceed rather than meet demand—that beauty and decorative excellence shall be assured—this trade mark is affixed to Kenwood Products as evidence that the article has met the exacting quality standards of Kenwood Mills, Albany, N. Y." In such manner does that company go on record for tasteful and quality production from the selection of the wool that goes into the manufacture of their blankets and robes to the most minute detail in their packaging.

In the latter essential, the Kenwood Mills have not followed mass thought and movement as existing in this branch of the textile industry. The principles of packaging have, in the main, been a matter of indifference to its members. Styling of products, only, assumed the all important note in merchandising. Cartons and wrappers obtained recognition simply as a defensive measure for the protection of products. It is a commendable fact, therefore, that the Kenwood Mills have looked beyond this fundamental concept of packaging and accepted its sales functions in the merchandising program of their products.

Primarily, the Kenwood Mills had one object in mind when the decision was made to package their products. This was to express, in as faithful a manner as possible, the standards and quality of Kenwood production. As such, the problem merited serious consideration, since Kenwood products from coast to coast stand high in the bed-covering and textile fields. This company manufactures not only blankets and bath-robes but slumber throws, rugs, sitting-out bags for convalescents and invalids, and men's clothing fabrics. The Kenwood trade mark brand on these products has for many years been the purchaser's guarantee of and guide for excellent quality in workmanship and material. The research facilities of the



The Kenwood trade mark is all sufficient as the decorative motif for their packages. These boxes are one of the two types used. Note the perfect harmonization between the boxes and lining material

company have called upon and used all the agencies of modern scientific development to obtain and produce products that would uphold these important attributes.

Evolutionary developments in the packaging field placed at the disposal of the Kenwood Mills similar agencies of expression. Agencies that ran the gamut of appeal, withal tasteful and artistic, from utility, novelty and simplicity to sophistication and conservatism. Though the advantages of these sales-building principles were recognized and appreciated, all were discarded in favor of a sales property which, after much deliberation, the company felt was more profitable and logical for their particular case.

For a good-will asset nothing was more valuable to the company than their brand name. Having paved the way to entry into homes throughout the nation, what more powerful impetus could the company use in a package merchandising campaign than to lean for support and capitalize on the recognized trade mark for package appeal? Thus, the burden of expression was placed on the trade mark which forms the only decorative note in the design of the two-piece telescope carton.¹ It is truly interpretative of the source of the raw material used in the manufacture of Kenwood products—a Rocky Mountain sheep standing in the midst of his natural surroundings—the crags and tree life of that range in the background. And a severe simplicity in the choice of box covering increases and emphasizes the sales-building functions of this trade mark. The most outstanding cartons are covered with a dull glazed paper with the trade mark in dark blue and white centered on the carton and occupying half of the space.

Though the principle of trade mark design for package recognition is not new and the exclusive use of

a company's trade mark as the design for the package has been done repeatedly in the past, the practice today, in view of the tremendous changes in package thought, is most unusual. That it is sound, however, under certain conditions, cannot be gainsaid. Particularly so in the case of the Kenwood Mills, whose trade mark design is not stamped with that bugaboo of all manufacturers—"dated."

In the matter of linings for their cartons, the Kenwood company selected a transparent material which gave the products full protection from dirt and, at the same time, presented an artistic appearance. Paperglas² in a moire design is the lining used. The dainty conservatism, which is an inherent characteristic of this material, admirably harmonizes with the complete ensemble. In fact, for the type of products in which this company specializes, considering their size, bulk, etc., this material is particularly suitable. It is well known for its remarkable strength, a requisite for products of this type.

² Westfield River Paper Co., Inc.



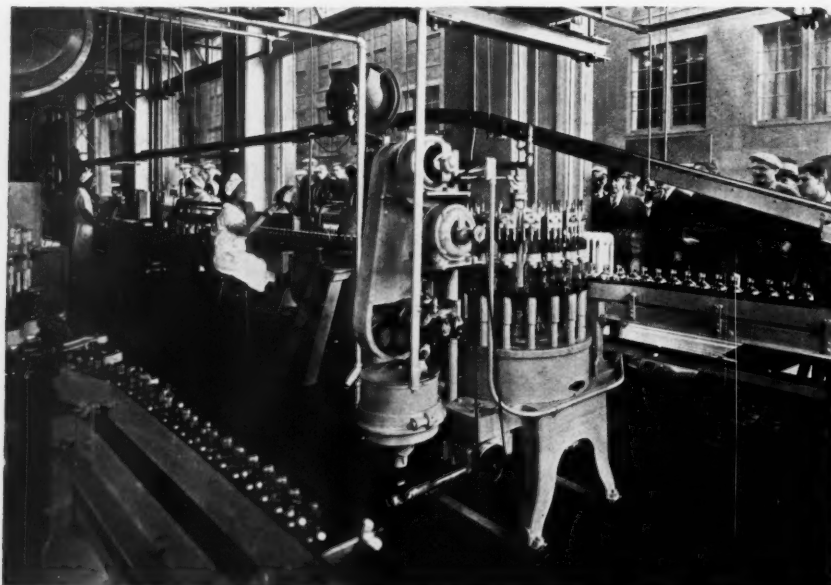
The second type of Kenwood box utilizes dull black glazed paper as a covering. Because of the display value of this material, the trade mark as a decorative motif occupies smaller space

¹ Fort Orange Paper Co.

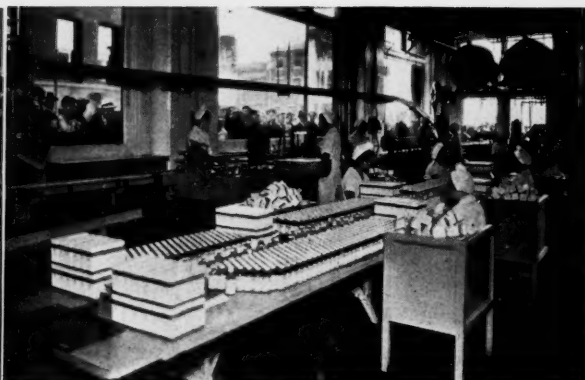
Watching a Packaging Operation

AT THE PLANT of Sharp & Dohme, Broad and Wallace Sts., Philadelphia, the public is given an opportunity to view all operations incident to the packaging of Hexylresorcinol, commonly known as S. T. 37. As may be noted from the accompanying illustrations, the packing department is on the floor level of the building, the windows on the street side affording excellent light for the operators and at the same time enabling the interested passer-by to see what is going on. Two separate units, identical as to equipment, perform the various operations. Empty bottles are conveyed by belt to

an 18-stem automatic vacuum filler (Karl Kiefer Machine Co.) which operates at the rate of 70-100 per minute. The filled bottles proceed by belt to an automatic hopper-fed capper (Consolidated Packaging Machinery Co.) where the closures are affixed. Then to a straight-line labeler (McDonald Engineering Co.) and finally to the cartoning machine (R. A. Jones & Co.) which inserts the bottle and a circular and closes each carton. The packages are then packed by hand in re-shipper cartons which are automatically top and bottom sealed.



Packaging S. T. 37 is an "open display." The interested public is given first hand knowledge of how this product is prepared for them. Not only is this method of personal contact with consumers an ingenious advertising idea but a familiarization with operations on the part of the consumer helps to build up good will. At the left is shown one of the filling units, in the background the capping unit; below at left, cases of empty bottles conveyed by belt to the filling unit; below at right, the labeling and carton sealing department



A high-contrast, black and white photograph. In the center, a group of people, mostly men, are looking down at a table. Their faces are partially visible, with some wearing hats. On the table, there are several objects: a small bottle with a label, a small jar, and a circular object with a stylized 'S' logo. The lighting is dramatic, with strong highlights and deep shadows. The overall mood is serious and focused.

THE DOWN VIEW



THE DOWN VIEW... At exact eye level, goods and merchandise probably gain maximum attention quickest. But seldom is the ideal attained. Much more often than not, packages are below the eye—buyers and prospective buyers normally viewing them from above.

Wherever and however the buying public sees your products it is essential that the best possible impression be made. Eyes must be attracted . . . and once attracted, must approve what they see.

In display case, on counter, aisle table, or in store window—it is the *down-view* that the eye sees. Even when a shopper is tempted to pick up a package for closer inspection she naturally looks down at it as she holds it.

Are your glass packages designed with the *down-view* in mind? Do they do themselves full credit looked at from above? Is the top—the closure—neat and trim looking? Does it add to the appearance instead of detract; harmonize with the package instead of being merely a cover? Another thing . . . since the closure is usually the first thing and the most prominent thing that meets the eye, is it a type that purchasers recognize and approve? Is it the kind that they are familiar with and recall as being convenient, easy to remove, thoroughly protective of the contents?



●
BRING UP EVERY ALLY

...EVERY RESERVE

EVERY LAST RESORT

COUNTER PUSH

FOR THE

THERE is no package detail too small nor too unimportant—if it has even the slightest influence on the sales process—to warrant your close attention.

After your packages reach the retailers' hands there is very little more that you can do. The packages must speak for themselves. Nine times out of ten they must *sell* themselves—with little or no personal sales help from the retailer or his clerks. Their own attractiveness, their own reputation must push them across the counter into the customers' hands.

That's what we mean by the counter *push*...the influence that package improvements, though they may be slight, have in making your packages stand out over their myriads of fellows.

Appearance is half the battle

IN THIS battle of the packages a well designed, good-looking container, attractively labelled and capped, is your strongest ally. A first sale to a new customer comes hard. It is just at this point that appearance counts so tremendously. Even a very slight difference is often enough to swing the buying decision in your favor.

Nor is appearance to be discounted in its effect on repeat sales. It is just another one of the considerations that make users stick.

Product quality, of course, cannot be ignored

QUALITY is something that each manufacturer must control himself and guard with a jealous eye.

From the standpoint of the closure the important thing is whether the quality that is put into an article is perfectly maintained until it reaches the ultimate customer. This is a complex subject in itself that can be decided only after careful study of the product, its characteristics, and the type

of closure necessary to give it the perfect protection it needs. This is one of the reasons why Anchor makes 15 different styles and types of closures.

The Closure can help or harm

FAR from being an unimportant detail, the closure frequently has a vital part to play in the *counter push*.

Closures can add to or detract from package appearance. They can be an advertising help by effectiveness in color, design, or decoration.

Closures can be convenient to remove or difficult. Where a product is used over and over again the right type of replaceable closure is an important element in user satisfaction.

Again, the right type of closure can guard and protect the quality of the product—while a wrong type can quickly injure a hard earned reputation and destroy good-will.

• • •

ALL WE HAVE intended in the foregoing is to emphasize the vital necessity of selecting the proper type of closure—not one that merely "gets by" but a type that is actively helpful, considering the product and the way it is merchandised.

Anchor representatives are thoroughly qualified to give complete, unbiased recommendations. They are not prejudiced in favor of one type of closure. Having a complete line from which to choose, it is to their interest to recommend the style best suited to the individual case.

When considering the addition of a new product or package to your line or the restyling of your present packages, it will pay you to first consult the Anchor Package Design Department. Its services are available to you without charge.



CONSUMER - APPROVED CLOSURES *for every Packing Need*



● Anchor A Clipper Cap ● Anchor R Clipper Cap



★ Anchor D Cap



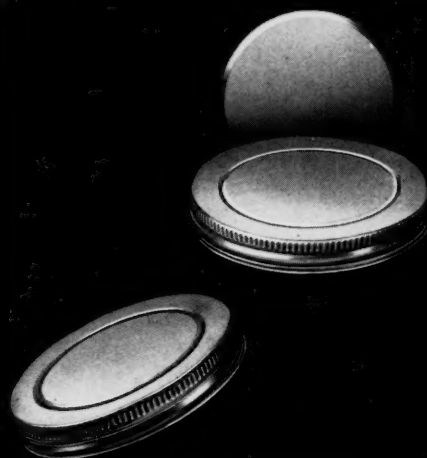
● Anchor Band Cap ● Anchor Continuous Thread Bottle Cap



● Anchor Paragon Snap Cap ● Anchor Paragon Screw Cap



★ Anchor Molded Caps



● Anchor Continuous ● Anchor 2-piece Continuous Thread Cap



● Anchor 2-piece Amerseal Cap



★ Anchor Amerseal Cap



● Anchor Deep Screw Cap ● Anchor 2-piece Deep Screw

ANCHOR CAP & CLOSURE CORPORATION

22 Queens Street, Long Island City, New York

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PITTSBURGH
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1

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Photo by Rehnquist

Style Distinctiveness and Harmony in Candy Packages

by Paul Hinde

BEAUTY that for years has faithfully exemplified the current *style element*, together with a rare harmony in every item of the entire ensemble, are paramount factors that have long made the candy packages of Norris, Incorporated, outstandingly distinctive. The exterior of the package, with its attractive art work, is only the beginning; the lining paper, the tinted paper cups containing the individual pieces of candy, all are designed to a harmonious style motif. Nor does the effort stop there, for the candies themselves are "styled" and are harmonious with the artistic concept of the package as a whole.

That Norris considers its efforts to produce exquisite, different packages for distinctively fine candies a selling element of greatest importance, is evident from the following remark in an interview with Mrs. Frank Lowenstein, vice-president in charge of advertising: "The matter of the quality of our candies is a thing that through the years has been so accepted, we feel that this element of *style* in our packages is, indeed, a paramount sales factor."

The late Frank Lowenstein, former president of Norris, Incorporated, was a man whose genius for original,

artistic ideas in styling candy packages was nationally recognized by the candy industry, and the company was among the very first to realize the vital importance of original, styled packaging in the selling of fine candies. Back in the days when the accepted vogue in candy packages was the large, be-ribboned white box—often with a big fat satin bow decorating it—Norris was coming out with its then revolutionary ideas for a really artistic candy package. These boxes incorporated color and design, the inspiration for which was drawn from periods of the world's greatest art productions. It must have required no small amount of courage to make these radical changes from the accepted order of candy packages, and the leading spirit in this pioneering work was the late Frank Lowenstein.

The sources chosen for the inspiration of these packages were various period designs. One period successfully used by Norris in these earlier boxes was the French Renaissance, 17th Century. In the same way other period designs were used, producing the appeal of a distinctive sort of beauty in the Norris package. These packages were not only true works of art but proved to be good sellers.

(Please turn to page 68)

The Gold and Silver Standard

by Morris L. Lewy

Sales Manager, Brooks & Porter, Inc.

WHILE the question is becoming one of international importance, leading manufacturers of various types of merchandise have felt the urge to adopt either the gold or silver standard for the carton or label in the packaging of their products. The air of dignity which a product receives, whether a ten-cent or five-dollar retailer, gives it a new prominence and removes many barriers to increased sales.

Only a very short while ago, a package of gold, containing twenty match books, daintily and attractively designed, was introduced by the Lion Match Company of New York. The match book covers were designed with various scenes, such as golfing, hunting, tennis and other sporting features. Additional match book creations are the initialed series so that now you can purchase for ten cents match books imprinted with

your own initial; also symbols of playing card suits. The decorative match books stand upright in the gold tray and are wrapped in transparent cellulose permitting the design to be visible.

New channels of sales besides the chain store have been found, such as the art and gift shops and department stores. The attractiveness of their various match books has created such interest the company cannot manufacture quickly enough to meet the large demand. Heretofore the Lion Match Company made only advertising book matches, but the new packages covered with gold paper, as shown in the accompanying illustration, are now important units in the company's sales.

The Monte Reno Company, New York, has also adopted the gold standard for their new game called "Cheerio" recently placed on the market with tremendous success. The package, as shown at the lower left of the illustration, is designed and constructed in a most unique and attractive effect that gives it a genuine eye appeal. The dice on the container are printed in red and the illustration in red and black. The cover of the score pad is printed with similar design on gold paper to match. The pad back is made of a red imitation leather, embossed in gold.

The Latherizer Corporation, New York, has accepted silver as their standard. The new de luxe model Latherizer is now packaged in a container which is distinctly individual in appearance and most pleasingly designed. Three cakes of Latherizer soap are also packed in a silver carton. Prominent barber shops have been giving for some time sanitary shaves with a Latherizer which automatically forms a lather and eliminates the use of a brush. Now Latherizers and soap are sold to the consumer direct through leading drug and department stores.

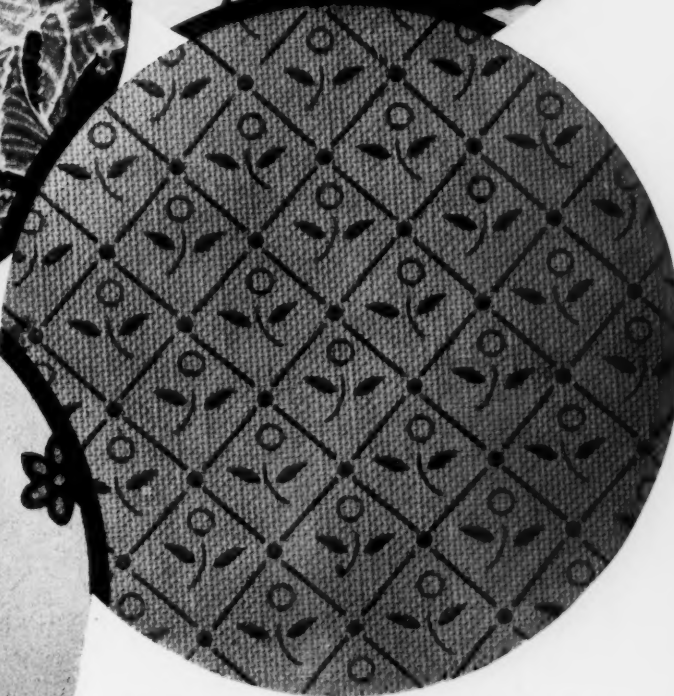
Artcote silver and gold folding carton stock has been used for these three packages which were created and manufactured by Brooks & Porter, Inc., of New York City.



Simplicity Continues to Influence Decorative Paper Designs

Upper Left: A floral design in a swirl pattern affects a charming appearance by the use of unusual tones of orange, green and dark blue against a light blue ground. From Hampden Glazed Paper & Card Co.

Lower Left: A pattern that intrigues because of its simplicity, from M. H. Birge & Sons Co. The beige background is embossed. The blossoms employ a former popular color combination—old rose and blue



Upper Right: The District of Columbia Paper Company introduced this fascinating juvenile number for the Easter season. The background is the traditional green with the figures and symbols in orchid and green in white inserts

Lower Right: Another embossed design of extreme simplicity from M. H. Birge & Sons Co. The lattice forms and floral centers are in orchid with the remainder of the floral motif a shade darker than the green background

Taking Fear Out of Package Changes*

As told to D. B. Hassinger

by E. Rahn



Photo by Rehnquist

AFRAID? Yes—most of us are or have been afraid of something. The baby is afraid of the dark because someone scared it, a salesman is afraid to call on his prospects because he is afraid of losing a sale, others are afraid to walk under a ladder, cross a street or go home in the dark. Strangely, all our lives we avoid doing something because we are governed by foolish fears—the fears of events that never happen.

Singularly, fear enters into the management of business organizations. However, instead of reflecting the fear of one individual it reflects the multiplied fears of the many individuals who are employed. An executive may be afraid to carry through a plan because he heard someone previously experienced a disaster. Every time the situation arises he pigeon-holes it for some later time, or else he scoots and runs—a line of attack is not planned—and all the way down the line of the organization the personnel shows fear. Yet all this fear is entirely uncalled for.

*The second of a series of articles relating to merchandising in which packages played an important part. The first appeared in the March issue.

In our packages many of us have continued to use the crudest, out-of-date appeal to the housewife. Why? Merely because the company is afraid to make a change. Let us pause a moment to trace the history of a package to see how a package change came to be feared, and how it can be handled successfully. Food was first sold in bulk and only that merchandise which was easily secured from the nearby countryside was exchanged. A sack or piece of paper was the only protection required. However, in time people learned that Tom Brown's product was better than Jack Jones'. Tom Brown realizing this, had a distinct mark of identification made to set his merchandise apart from the others. The news of his fine merchandise traveled and he soon reached into fields a little farther from home. This necessitated shipping. The product needed to be protected so it was put in a container. Knowing little about merchandising or advertising, Tom Brown allowed his cartons to be covered with type until every empty space was filled. The four sides of the package told four different stories—contradictory, confusing, exaggerated. However, they served a purpose, and that was to fill up space. Today we find that with the changing times Tom Brown has changed, his associates have changed. Yet that same Tom

Brown is afraid to make changes in his packages to have them keep up with the times because at one time he made a wrong sort of change. Then, too, the rumor went around that his competitor lost some business because of a package change.

The story which follows is one of a company which had fears in regard to package changes, overcame them, and made a real discovery, proving that a redesigned package *properly launched and properly navigated* on the seas of sales can open the way to new sales opportunities.

The package responsible for a discovery in sales work in the Great American Tea Company was a container for graham wafers. Quite by coincidence this package was the forerunner of a series of changes in an entire line of merchandise of about one hundred twenty items. Future changes depended upon the reception of this particular package. If the new package was successfully received everything was fine—and if it was not, that would be another story. At the time the change was discussed, fears were expressed that a change in a package would cause sales to drop off, (Please turn to page 83)

New Machine-Made Boxes of Various Shapes

Shown in the accompanying illustration are three 7-in. diameter round boxes manufactured by the Lebanon Paper Box Company, Lebanon, Pa., by machine and under a new process and new patents. The boxes are also obtainable in sizes ranging from 2 in. to 12 in. in diameter and from 1 in. to 4½ in. in height. Shapes are not restricted to rounds but can also be had in squares, heart shaped and other odd shapes.

It is understood that with the new process a considerable reduction in cost is possible.

The boxes shown are provided with three different types of covers: flat, sunken and semi-sunken with bevel. They are covered with decorative paper—in a plain color combined with gold for the center box and two different modernistic designs combined with gold for the remaining two boxes.

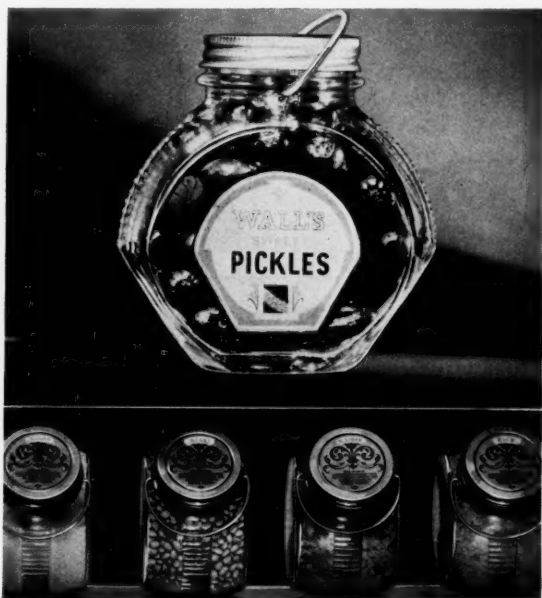


The 7-in. diameter boxes manufactured under a new process

Bottles with Double Sales Appeal

One of the latest contributions to smart, sales-building packaging of food products is this Tip-Top pantry jar, shown below and designed by the Owens-Illinois

The illustration at the right is another outstanding bottle from the Owens-Illinois Glass Company, a companion piece to the Tip-Top jar and bearing the same name. It is decorative, practical and convenient from all design angles and it is stated by the company that sales on the bottle have materially in-



Glass Company, Toledo, Ohio, especially for use in packing pickles, mustard, etc. The illustration shows a labeled package and the jars in typical re-use on a pantry shelf. In re-use as pantry jars for sugar, flour, rice, salt, etc., they are neat and compact, and the tilt feature allows easy removal of the cap and easy access to contents without the necessity of taking the jar down from the shelf.

creased the sale of vinegar in what is, as a matter of record, an off season.

This attractive bottle was one of the packages discussed at the recent packaging convention and exhibition held in Chicago, and was termed "a package which made a product competitively outstanding because it packaged the product in a distinctively different way."

New Carton Makes Attractive Counter Display

Johnson & Johnson are now packing their Drybak Band-Aid tins in a counter display carton of a new and striking design, as shown in the accompanying illustration. This carton holds one dozen tins and is made up so that by simply folding back the top, two shelves are



formed, each holding six tins of Drybak Band-Aid. The tins get prominent display and are easily accessible to the customer. An illustration showing the method of applying the product is reproduced on the display.

In addition to the display carton, the product itself

has a prominent new feature. It was not so many years ago that the adhesive tape replaced the rag-bound sore finger. Later gauze was attached but a disadvantage of this type of dressing was that it absorbed moisture and soiled easily. This objection has been overcome in the Drybak Band-Aid by the use of a phenol resinoid backing which makes it waterproof. The surface of the band is sun-tan in color, which matches the skin and makes the band inconspicuous.

It has just been announced by the division of simplified practice of the Bureau of Standards that simplified practice recommendation R114-30, covering No. 1 kraft paper sealing tape, has been reaffirmed by the committee of the industry, without change, for another year.

The recommendation, which has been in effect since Feb. 1, 1930, provides a simplified schedule of widths and lengths of rolls of plain and printed tape made from 35-, 60- and 90-lb. basic paper, together with tensile and tear requirements for 60-lb. tape which is commonly used for sealing fibre and corrugated shipping containers. It also provides for testing methods, packaging, and marking of this commodity.

According to a recent release by the Department of Commerce, coffee sold in a small ten-cent package called the "picnic" package and designed to stimulate the sales of larger quantities, turned out to be a best seller itself and the company sponsoring this package states that it has proved more profitable than the larger size. The *Wisconsin Retail Bulletin* quotes an official of the company responsible for this package as saying that it had put their coffee into homes which had never before bought it and had obtained better display in the grocery store because of its small size.



Kraft creamed Old English cheese, packaged in distinctive Old English fashion. Half-pound boxes have a wrapper which features an English tavern, done in warm tones of brown and yellow, against a background of Devon blue. Boxes holding six half-pound packages carry the same color and design

Uncle Sam's Formula for Package Cost Accounting

By Waldon Fawcett

THE NEED for scientific cost-finding for packaging operations cannot be described as one of the proverbial long-felt wants. It could not very well be, seeing as how the entire institution of modern packaging is of comparatively recent growth or evolution. Naturally, any urge for systematic analysis of the expenses of packaging had to wait upon the mature development of packaging as an art and an industry. But, latterly, thanks to derangements in general business conditions, we find the entire packaging community suddenly confronted with influences that, in effect, make demand for expert dissection of the costs of preparing goods for market.

Packers themselves will probably be surprised, if they take the trouble to catalog, by the number and diversity of the separate persuasives that are pressing for complete computation of packaging costs. The sobering economic situation takes part of the responsibility, of course. In a period of commercial tension, when corporate as well as national budgets must be balanced at all costs, it behooves the business man to scrutinize overhead in every department—packaging, along with the rest. But, in the case of packaging, the impulse to “keep books,” minutely, on packaging is prompted less by the business administrative spirit of the times than by the consequences of inter-industrial competition in the container industries.

Here, if you please, is the prime internal incentive to packagers to know their costs intimately and fully. If he dare indulge the whim, a packer may decide, solely on sentiment, questions of policy governing package redesign. That is to say, the packager may leave to intuition, or inspiration, or chance circumstance, the determination of whether and when he shall re-dress his goods or re-fashion his commodity carrier. But, faced by an array of diverse package candidates, running the gamut of container materials and structural forms, the shrewd packer simply dare not make his choice without

The subject of package costs is one that has been engaging intense interest among manufacturers, advertising agencies, retail research organizations and others who seek to determine a basis for predicated package changes. With customary progressiveness, the Department of Commerce offers its valuable assistance in this connection, and will publish shortly a report “Operating Costs and Profits for Packaged Merchandise.”

deference to costs. And to know which species of wrapper or container is the best buy for his particular purpose, he needs must know the full story of his packaging costs.

As though the above-mentioned internal or administrative considerations were not enough, there are at work, simultaneously, certain new-found, external compulsions upon packers as a class to probe for all the secrets of packaging costs. In a sellers' market, the packager may think only of conjuring package-appeal. Price is a secondary consideration, as it is apt

to be always in buyer-acceptance of gift packages. When, however, a buyers' market obtains there is an increased proportion of consumers who put all retail prices on the defensive. It is to answer these questioning, thrifty folk that the packer has need of cost-alibis. Wide publicity has been given to the loose talk of certain sensationalists who have charged that “many packages cost more than the contents.” If the current trend to package cost accounting does no more than establish the truth regarding justifiable packaging cost ratios, it will have done yeoman service for the cause of service-by-package.

It is an odd coincidence and a very fortunate one that just as forward-looking packers are awakening to the need for and the wisdom of permanent policies of cost accounting, fate has provided precisely the method of cost accounting best suited to the packaging domain. Packaging circles owe to Uncle Sam this revolutionary new formula which has arrived just in the nick of time. Within the past year, the Costs Analysis Section of the Merchandising Research Division of the Department of Commerce has worked diligently to discover a better basis for cost accounting when applied to commodity marketing operations. The outcome is an innovation that, for the first time, “breaks down” marketing costs in terms that approximate the investment and production costs of packaging.

Dating back to the days of automatic prosperity is the widely accepted doctrine that the proper basis for accounting for costs and profits is the sales transaction. It is a "measuring stick" that has been accepted and used in packaging arithmetic without much question, just because it has seemed so appropriate to calculate ratios and quotas, etc., from the sales transaction as a gauge. Obviously, selling is the main objective in marketing, the aim and purpose of all other activities in distribution. Surely, then, it is consistent to compute results in terms of net returns scaled to sales. For packaging, this recipe has seemed to have an especial application. Predominantly, it has become the fashion to devise the package with an eye to instigating and promoting sales. What more fitting, then, than that package success or package accomplishment should be registered in terms of sales?

Upon this placid picture of the sale as the index number, the Federal experts have just broken with their sensational dissent. The individual sale transaction, they argue, won't do as an invariable and universal profit denominator. Principally because in no line of business can there be what could accurately be termed a "typical" sales transaction. Every sale is different from every other sale in details. If not as to the merchandise supplied, at any rate as to the time consumed in selling, the credit terms, the amount of "service" demanded, etc. The endless variation in the program of individual transactions renders of little value for accounting any "average" that might be struck on sales. Not only are no two past transactions, when analyzed, exactly alike, but, by the same sign it is impossible to mathematically plot future sales transactions.

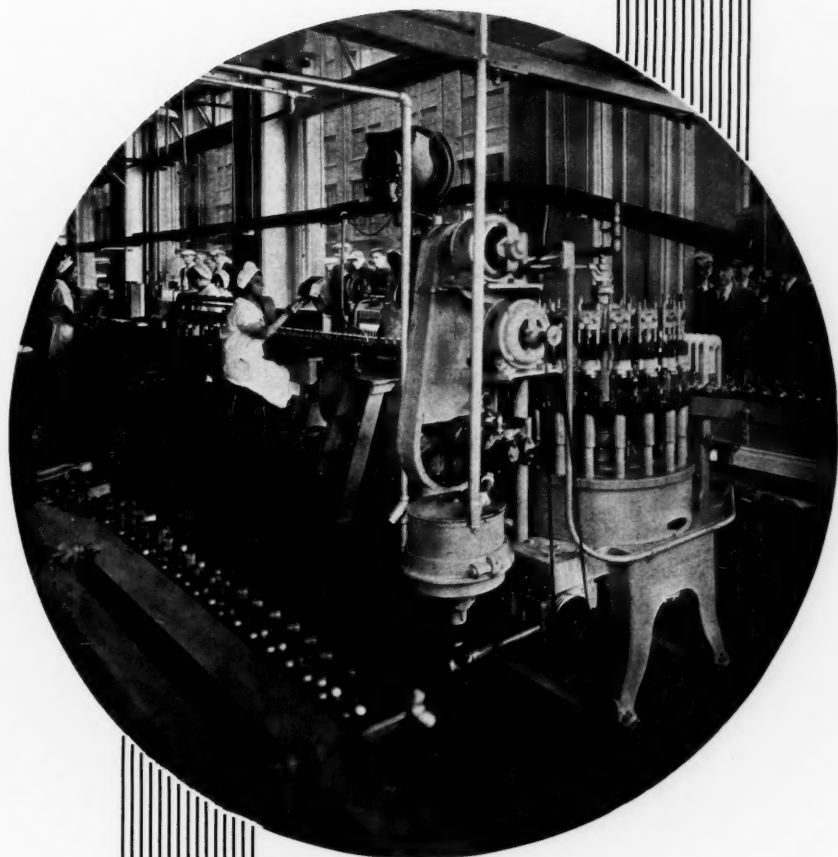
To spur his search for a substitute, Uncle Sam had one other grievance against the sales transaction as the almighty clue to profits. The Department of Commerce specialists, after exhaustive investigation, came to the conclusion that it was this obsession regarding sales, which, more than any other influence, has been responsible for the superstition that, in order to increase profits, it is only necessary to increase volume of sales. And, that, in turn, has begotten the religion of mass production from which some lines of business have suffered. It will be understood that what is denounced in this quarter is the blind slavery to mounting aggregate volume of sales. Not, in the most severe judgment, can there be any criticism of the strategy which seeks to increase the unit of sale, by securing acceptance of multiple items by each customer—a pyramiding of good will capitalization in which packages are playing a most important part.

Condemnation of abject worship of sheer volume of sales is voiced at Washington because it has been ascertained that the additional or abnormal volume that is obtained by aggressive selling is scarcely ever of the same character as the natural normal demand. The coaxed customers are apt to be less satisfactory than the regular patrons. They demand more service or pay less promptly, or are more difficult to satisfy, owing to lack of familiarity with the product.

Some few packagers have voluntarily confessed to the specialists their own misgivings on this score. They are beginning to realize that there may be richer rewards in the glorification of gift packages, in the cultivation of packaging designed to encourage repeat orders, and in trading up in furtherance of the larger package sizes, than are to be found in mere multiplication of numerical production of packages. Certain packers have concluded that there is such a thing as paying too high a price for volume of sales if the inflation requires packages that have slower turnover or require additional handling. Similarly (and without meaning to slam 5-and-10-cent packaging under favorable conditions) conviction is growing that sales volume is a doubtful blessing when obtained by concessions to smaller package units.

Finding the sales transaction an unsatisfactory basis for package accounting, the missionaries at the Department of Commerce would replace the discredited gauge by a system of allocating distribution costs to commodities and to customers. That is to say "customer costs" and "commodity costs" would supplant "sales costs." Confessedly, the new set-up would appear, on its face, somewhat more complicated than the old single standard. Because commodity items are to be subdivided according to rate of turnover, gross margin, etc. But it is claimed for the new structure that a thorough analysis of operating costs and profits by customers and commodities will answer almost any question which can be raised concerning distribution costs and profits. Furthermore, and of especial interest to producers of "families" or full lines of packaged goods, this new formula is counted upon to reveal more minutely than has heretofore been possible which package models pay their way or return a profit, and which do not, under the different conditions of marketing. In the case of "customer costs" it is quite true that averages must be struck. But it is claimed to be a simple matter to make adjustment from the "norm," when an actual customer is more favorable or less favorable to serve than the average customer. Just as "commodity costs" can be reconciled to the varying conditions of the territories of different salesmen.

Let no reader carry away the impression that the new formula of "costing" for package goods and package customers is a dragging brake on business expansion. Increase in volume of sales is conceded to be a worthy ambition for every marketer. What the new proposition contemplates, and all that it attempts in this direction, is "control" of volume—notably a control of new or added volume based on a more complete and more realistic knowledge of what constitutes paying volume. Nor is the old stand-by, the sales transaction, scorned in the new allegiance. It is merely taken care of instinctively. If the new method of ferreting costs from the two angles brings about a millenium wherein no commodity or customer remaining in a business is unprofitable, it will just naturally fall out that nearly every sales transaction will make its appropriate contribution to general overhead and profits in addition to paying for the direct cost of the sales transaction, as such.



Showing one of the
Kiefer 18-stem Auto-
matic Rotary Vacuum
Filling Machines, filling
bottles of ST 37 in the
Sharp and Dohme Plant
at Philadelphia. » »

A Triumph in automatic bottling

Assurance of constant, uniform production. Assurance of clean filling without drip, waste or overflow. Assurance that all bottles are filled with hair-line accuracy.

Absolutely dependable. No operator needed. Full automatic. Bottles handled without danger of jamming and breaking by the modern improved rotary method.

Over 200 of these Kiefer Automatic Rotary Vacuum Filling Machines in use, filling bottles as small as $\frac{1}{4}$ oz.—as large as 40 oz.; light, heavy, syrupy, foamy liquids. Made in six sizes. Construction: our special bronze, or 99% pure nickel, or stainless steel (18-8 Allegheny metal). Write for catalog.

The **KARL KIEFER MACHINE Co.**
CINCINNATI-OHIO

While the new formula for distribution cost accounting must be taken as a whole, if it is to yield the promised conclusive results, a guess may be ventured that packaging policies and practices will be influenced most by commodities and by commodity costs. In this relationship, package costs, proper, mesh with such responsibilities as storage and display, and the expenses attached thereto. Into what by-paths this packaging accounting via commodity may lead, under certain circumstances, is well illustrated by the example of the lately exploited frozen food specialties. Here, in order to obtain a complete picture of distribution costs, it is necessary to cast up the cost of containers in conjunction with the running expense of refrigeration facilities requisite to the maintenance of package efficiency.

The Federal cost specialists emphasize that the processes of customer costing and commodity costing must be parallel but distinct operations. When the cost and profit characteristics of customers and commodities have been separately determined they may be given combined consideration with the result that any indicated readjustments may be made in packaging methods, or in pricing, or in methods of distribution.

The reformers frankly concede that the physical handling of commodities presents one of the most difficult problems of measurement. Because "handling time" varies with the divergent characteristics of different commodities. And among these variants the disparity of packaging requirements is conspicuous. "Time studies" are recommended as the only satisfactory way of determining handling time. Some experimenters with the new formula have hit upon the expedient of taking one type of package as a check-unit and translating the handling time of other species of packages into terms of the standard unit. Thus, in a recent adventure in cost research in the wholesale grocery business, canned

goods were drafted as standard units and other package units were expressed in equivalents of capacity and dimension. With all the packages in stock, or with contrasting competitive packages thus made to speak the same language, it becomes possible to ascertain time and costs on package handling operations other than actual selling. For example, shelf replenishment, and the utilization of packages for display in a show window or within the store.

While the new formula for package cost and profit accounting may be variously adapted to the particular needs of individual packagers, it is a matter of congratulation that the Commerce organization is employing this technique in studies which promise to illuminate the whole subject of packaging costs. Thus, the Bureau of Foreign and Domestic Commerce intends to transmit the experience of its own research staff in a report on "Operating Costs and Profits for Packaged Merchandise."

Finally, one expectation for the new hair-splitting formula, that is counted upon by its friends, is a more searching analysis of the profits of package redesign. As matters have stood, some of the cold-blooded realists who are, withal, firm believers in periodic or semi-occasional package revision, have hankered for a way to appraise redesign on its own unaided merits. They want to know how much of the increase in turnover which follows redesign is due solely to the rejuvenation of the package and how much of the gain must be charged off to the emphasized display and increased promotion which is apt to attend the advent of the re-furnished package. The new cost accounting formula makes separate analysis of the cost of "Promotion" and is qualified to separate the bare entity of redesign from the glorification which attends a package rebirth, whether or not sought by the packager.



This group of Latin-America cigarette packages offers an interesting contrast to those used by familiar brands in this country. For one thing, there is greater use of color; and the designs, generally speaking, are more indicative of the names applied to the individual brands. Packages supplied by courtesy of Arenco Machine Company

if

profit or quality must be sacrificed to retain your expensive outer wrap, don't do it.

RIEGELINE

Gives you 90% transparency, splendid strength—is not affected by varying weather conditions (won't stretch in wet weather or shrink to the splitting stage in dry)—seals easily and rapidly on standard wrapping machines—no special adhesive required.

RIEGELINE

is sold by the pound in sheets or rolls of any size at remarkably low cost.

Write now for samples and prices. If moisture protection is also needed, specify RIEGELITE. Please state your product, or better still, furnish a dummy package to be wrapped and returned.

RIEGEL PAPER CORP.
342 Madison Ave.
New York City



Distinctive Package Aids Hotel In Publicity Campaign

Commenting on a line of candies and cigarettes which the New Bismarck hotel, Chicago, has brought out, Otto K. Eitel, general manager, stated: "A unique and distinctive package aids materially in attracting attention, both to its contents and to its sponsors. People comment on the boxes and, naturally, the New Bismarck hotel comes into the conversation."

The idea of merchandising the two items shown in the accompanying illustrations, which are sold exclusively



through the hotel's outlets, is part of a promotional campaign national in scope. The guests carrying the candy and cigarettes with them to all parts of the country make the name Bismarck known wherever they go.

The success of this campaign is such that it has been found to be almost self-supporting

The box for candy is extremely modernistic and colorful in treatment and octagonal in shape. The package for cigarettes, with harmonizing match packs,



employs a subtle modern treatment. The colors are blue and grey and the decorative motif is created by the letter "b" with a smoking cigarette resting in the circle and the stem encircled by a smoke ring.



Simplified practice recommendation covering wooden butter tubs has been mailed, by the Division of Simplified Practice of the Bureau of Standards, to all interests for their consideration and written approval.

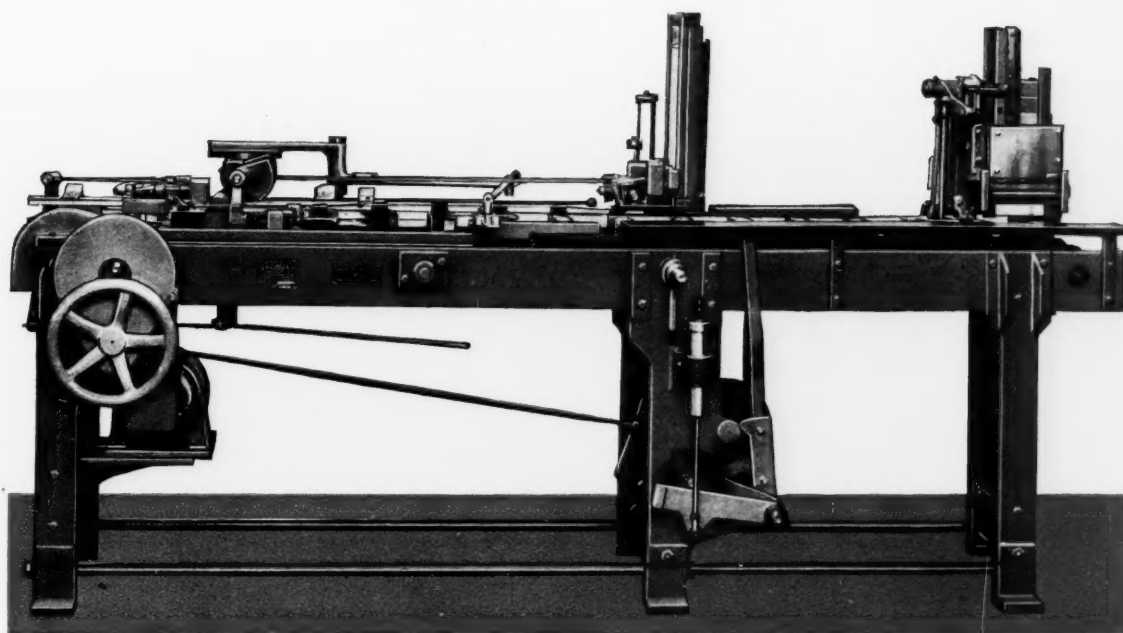
This simplification program establishes dimensions for the inside diameters of the top and bottom, the inside vertical depth and the outside length of stave for the 10, 33, and 64-lb. tubs. The recommendation will be effective one month after the division's general announcement that the necessary volume of acceptance has been received.



The favorable comments on and immediate acceptance by consumers of the new package for Sweetheart soap adds another partisan—the Manhattan Soap Company—to the ranks of those who maintain package redesign must be complete in one step rather than a series of steps. Between 1900 and 1931 the package for this product was changed four times, each a relatively minor change, as the four packages in the background illustrate. In the new package, recently introduced and shown in the foreground, the designers broke entirely with tradition. With one exception all these packages were designed and produced by the Robert Gair Co., who provided the first Sweetheart package in 1900, the redesigned package in 1917 and 1922 and the present one. The 1928 revision was the only break

The Standardized Constant Motion Cartoner

will package bottles, jars, tins, collapsible tubes, etc., at a speed of 50 to 150 per minute as may be desired. Direction sheets, advertising circulars and corrugated board liners are fed, folded and inserted with the loads.



In principle and performance The Standardized Constant Motion Cartoner is unique

It does the highest class of packaging and finishes twice as many cartons per minute as was possible with cartoners in use before its advent.

It outlasts, because of its constant motion principle, two cartoners of the intermittent motion type.

Its multiple loading mechanism permits loads entering the cartons at a given rate of production to travel at half the speed they would otherwise.

It has fewer parts than any other machine designed for similar work. There is no congestion of machinery anywhere. Any part may be instantly reached for inspection or oiling.

No mechanical device could be more efficient than the carton feed, carton holder, inserting and closing mechanism. They are simple in design, positive in operation, and durable in construction.

[[There is a Constant Motion Cartoner in use near you. May we arrange to show you one at work under operating conditions?]]

R. A. Jones & Company, Inc. P. O. BOX 485
CINCINNATI, OHIO

Packages Styled with Molded Synthetic Plastics



Above, reading from left to right: The Taylor Instrument Company has introduced a safety thermometer case, molded of phenol resinoid. Designed in a practical fashion, it can be carried as conveniently as a fountain pen. Photo courtesy of Bakelite Corp. Graceful symmetry throughout distinguishes these products in the Charlotte Gerbaulet line manufactured by Dr. C. Jaeger Laboratories. Phenol resinoid closures are used on both bottles and jars. Photo courtesy of Armstrong Cork Co. An unusual touch is added in these new packages for Kobbé cleansing lotion by cementing a silver paper disc, with the maker's initial, on the top of the black phenol resinoid cap. Photo courtesy of Durez

Left: A new note in cosmetic packaging. German silver silhouette inserts are embedded in lustrous black phenol resinoid jar caps. Any design or trade mark can be reproduced in the metal and set flush with the face of the cap during the molding operation. The center jar is entirely molded of black phenol resinoid. Photo courtesy of Durez

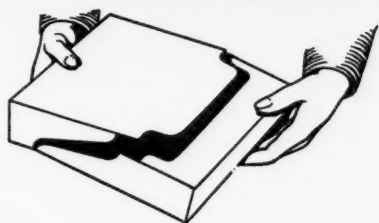
In the interest of fairness...

and the TRUTH

THE EINSON-FREEMAN DOUBLE-TIER COUNTER DISPLAY CONTAINER



U. S. PAT. No. 1,428,226 SEPT. 5, 1922



In view of recent statements made, Einson-Freeman Co. Inc., originators and patentees of Einson-Freeman double-tier container, emphatically assure their licensees and clients —

- 1 THAT the validity of its Patent No. 1,428,226 was upheld in the higher Courts.
- 2 THAT it is expressly so stated in the decision of the U. S. Circuit Court of Appeals.
- 3 THAT ONLY Einson-Freeman Co. and its licensees can sell or manufacture the Einson-Freeman double-tier container.
- 4 THAT its priority is established, its originality undisputed, and its merit recognized by hundreds of users, numbering among them many of America's most successful leaders of industry.

In fact, the decision itself explicitly states that "the complainant's (Einson-Freeman Co.) structure . . . appears to have the merit of being more solid and strong".

In strength, simplicity, economy, practicality and effectiveness—in usage, acceptance and advertising value, it is an outstanding example of Einson-Freeman "originality that SELLS".



EINSON-FREEMAN CO. INC.

LITHOGRAPHERS

OFFICES AND MANUFACTURING PLANT
STARR AND BORDEN AVENUES
LONG ISLAND CITY, NEW YORK

New England Office • 302 PARK SQ. BLDG., BOSTON, MASS.

Western Office • WRIGLEY BLDG., CHICAGO, ILL.

Inventors and Manufacturers of the
EINSON-FREEMAN PATENTED DOUBLE-TIER CONTAINER

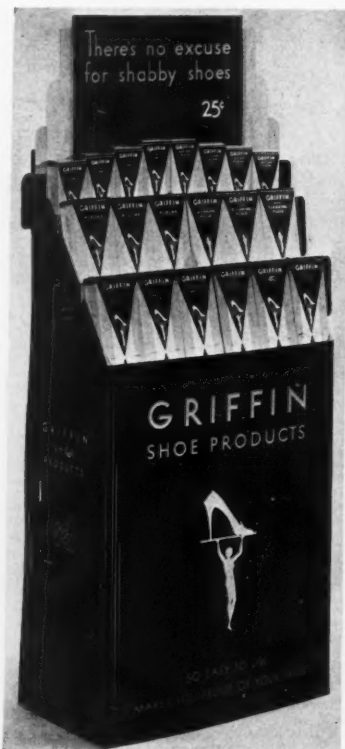
Displays Vitalize Package Sales

Even after a manufacturer has designed, produced and placed on the market an effective package containing his merchandise, he must overcome certain obstacles which stand in the way of successful distribution of his goods. Among these is the dealer's resistance to the display of merchandise.

Such resistance is but a logical outcome of conditions that exist in the average retail store, regardless of whether a large variety of products or a few lines are sold. For the retailer is limited in the display space which he has available, and must necessarily retain its use for the showing of merchandise that produces the greatest turnover or profit. It is at such points of display that a competition between packages, whether containing different or competitive products, exists. The retailer makes his choice as to which goods will occupy the allowable space. Customer appeal, convenience, size, seasonability and other factors of the package and its display govern the selection. The following are two instances which demonstrate how such resistance was overcome.

A study of the dealer's problem in the shoe polish field indicated that shoe repair shops were either ignorant of the value of merchandise display on their counters, or were unable to find room in their usually crowded quarters. The shoe shops were unwilling to crowd their scant counter space, usually next to the cash register, despite the fact that they realized that a display of attractive packages would undoubtedly show a sales increase.

To offset this objection, the Griffin Manufacturing Company supplied a floor stand, as shown in the accompanying illustration. The sagacity in this decision has been proved not only by its enthusiastic reception on the part of dealers, but also by an unusual increase in sales. Both the shoe repair shop and the shoe shop regard it as a welcome fixture, taking the place of a show case, small in size, aristocratic in design and a complement to almost any part of the store it dominates.



To the manufacturer, it allowed a presentation of six products, with many of which the public had not yet been sufficiently acquainted, and furthermore established a definite increased unit of sale to the dealer. The dealers, seeing sales of two and three packages, where they formerly saw single ones, did not object to this increase in buying inasmuch as it was apparent they could sell many more packages in much less time.

Sanitary napkins have long been considered a difficult item for store and window display. Even at the sales counter, it has been the practice for druggists to pre-wrap the packages in order to hide the telltale carton. The Frens Corporation of Chambersburg, Pa., has just launched a nation-wide campaign to popularize "Frens" sanitary napkins, in which they are employing as a dominating feature of the drive the use of a life-sized cutout of a young saleslady, in cap and uniform, displaying one package of "Frens" on a handsomely lithographed floor stand. This table is designed with an in-

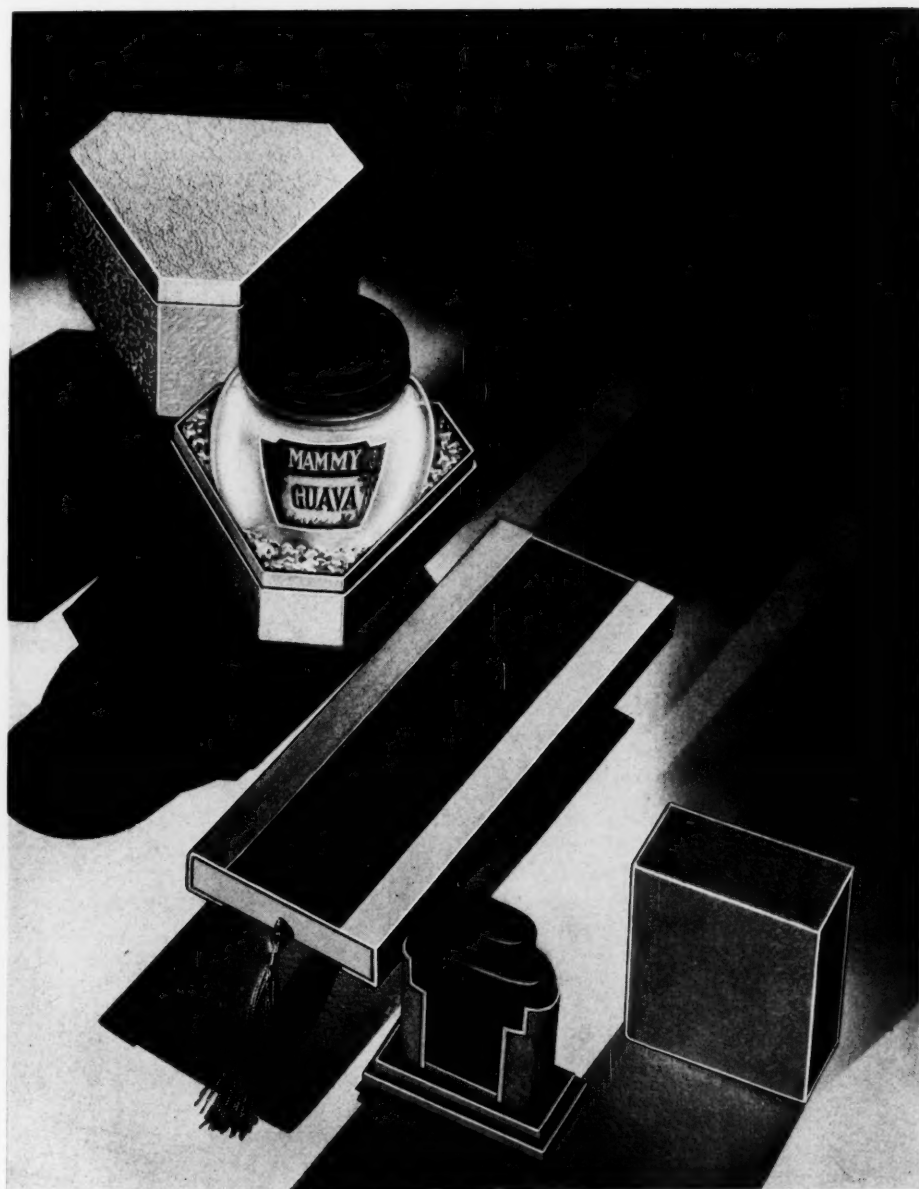


terior cabinet, open from the rear side, for carrying a supply of wrapped packages for instant delivery.

The campaign was launched with a lithographed broadside depicting the floor stand in actual use in a drug store and further describing the manufacturing process and other advertised superior advantages of the finished product. The floor stand was offered free with the purchase of six dozen for \$12. The cost of the floor stand, broadside, and delivery was approximately \$1 or about 8 per cent on the introductory order.

The results to date have been extraordinary. Six thousand drug stores purchased the deal within 30 days after the announcement of the offer. New orders are still coming in and the re-orders produced by the floor stand demonstrator are exceeding the original expectations—thereby showing that the floor stand demonstrator is actually stimulating and producing sales of Frens sanitary napkins.

Both of these floor stands were designed and manufactured by the Einson-Freeman Company, Inc.



"SALES promotion" covers a variety of methods, but none of them mean so much to the dealer or influence sales to as great an extent as smart, alluring **VOSS** Boxes.

Note how successfully **VOSS** craftsmen have met the needs of appropriate, appealing display in designing boxes for the articles illustrated.

Containers like these will make it easier for your dealers to clinch sales for your product.



KARL VOSS CORPORATION
HOBOKEN NEW JERSEY

Washington News

Senator Hebert of Connecticut has introduced a bill authorizing the placing of oleomargarine and adulterated butter in tin and other suitable packages.

The present law would be amended to read as follows:

That all oleomargarine shall be packed by the manufacturer thereof in firkins, tubs, or other wooden, tin, or paper packages, not before used for that purpose, containing, or encased in a manufacturer's package made from any of such materials, of not less than ten pounds and marked, stamped, and branded as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe; and all sales made by manufacturers of oleomargarine and wholesale dealers in oleomargarine shall be in original stamped packages. Retail dealers in oleomargarine must sell only from original stamped packages, in quantities not exceeding ten pounds, and shall pack, or cause to be packed, the oleomargarine sold by them in suitable wooden, tin, or paper packages which shall be marked and branded as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe. Every person who knowingly sells or offers for sale, or delivers or offers to deliver, any oleomargarine in any other form than in new wooden, tin, or paper packages as above described, or who packs in any package any oleomargarine in any manner contrary to law, or who falsely brands any package or affixes a stamp on any package denoting a less amount of tax than that required by law shall be fined for each offense not more than \$1000, and be imprisoned not more than two years."

Sec. 2. (a) The eighth paragraph of section 4 of the Act of May 9, 1902 (32 Stat. 193, ch. 784), is amended to read as follows:

"That all adulterated butter shall be packed by the manufacturer thereof in firkins, tubs, or other wooden, tin, or paper packages not before used for that purpose, containing, or encased in a manufacturer's package made from any of such materials of, not less than ten pounds, and marked, stamped, and branded as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe, and all sales made by manufacturers of adulterated butter shall be in original, stamped packages."

(b) The ninth paragraph of such section 4 is amended by striking out "wooden or paper packages" and "wooden or paper packages as above described" and in each case inserting in lieu thereof "packages as above described."

Explaining the use of collapsible tubes for the packaging of honey and that in some parts of the country grocers will not handle this product that is not carefully wrapped in transparent cellulose, officials of the United States Department of Agriculture have been giving this matter close attention from a wrapping and packaging standpoint.

In a statement from H. J. Clay, he said: "The honey industry is weathering this agricultural depression somewhat better than most other lines of farm products. The honey crop was worth about ten million dollars last year, beeswax another million in addition to the value of bees in pollination of fruits, which is worth several times as much. Despite a falling off of approximately 8,000,000 lbs. a year in export sales, relatively favorable prices for honey have prevailed as a result of smaller production the last two years and the development of new merchandising methods for this commodity."

Development of a method of crystallizing honey

smoothly so as to prevent fermentation and improve the texture of the commodity; a process for clarifying honey to make it more attractive in appearance to consumers and to render it more suitable for candy making through the removal of caramelizing properties; the use of honey in candy bars, bread and ice cream; and the packaging of honeycombs in transparent cellulose, and of loose honey in tubes, were described by Mr. Clay at a recent convention of the American Honey Producers' League, at Columbus, Ohio, as offering possibilities of stimulating consumer demand for honey. The potential market for honey, he said, is almost unlimited, in the fact that present consumption in the United States averages only two pounds per person.

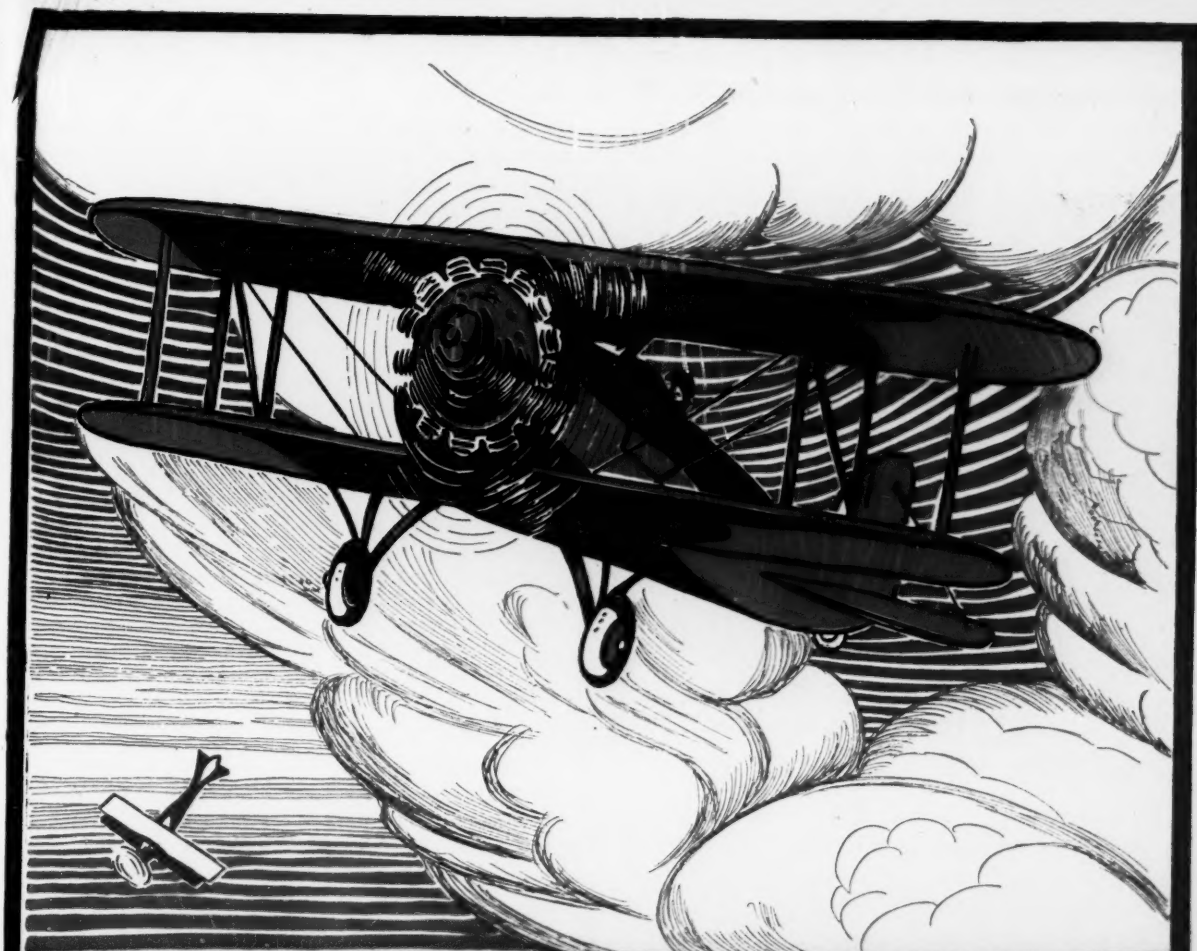
The latest development in the packaging of honey is the use of collapsible tubes, a sanitary product that "seems to have a future for use on picnics or other trips where honey in the usual container might be too sticky, and for bridge parties and other occasions at home where freedom from stickiness and ease of serving are of prime importance."

Simplified practice recommendation No. R131-32, covering glass containers for mayonnaise and kindred products, which was approved at a general conference of representatives of the industry on June 30, 1931, may now be considered as in effect, according to an announcement by the Division of Simplified Practice of the Bureau of Standards. Formerly 25 varieties of glass containers were used for packing mayonnaise and kindred products. This recommendation provides for 5 stock sizes of glass containers which are based on liquid capacity. They are: the 3 fluid ounce, the one-half pint or 8 fluid ounce, the pint, the quart and the gallon. The recommendation is concerned only with capacities, and does not affect the distinctive shapes of containers in use by the various manufacturers.

Art Corporation Formed

National Alliance of Art and Industry is a new corporation formed under the laws of New York to take over and expand the activities of the Art Center and its seven constituent societies at 65 East 56th St. The organizations federated with the Art Center are the Art Alliance of America, American Institute of Graphic Arts, Art Directors Club, New York Society of Craftsmen, Pictorial Photographers of America, Society of Illustrators and the Stowaways.

The new organization has twelve incorporators, including Richard de Wolfe Brixey, president; Burton Emmett, treasurer; Wilford S. Conrow, secretary; George D. Buckley, Ernest Elmo Calkins, Harvey Wiley Corbett, Harry A. Groesbeck, Jr., Mrs. John Henry Hammond, Mrs. Ripley Hitchcock, Raymond M. Hood, Ben Nash and John Clyde Oswald. The board of directors will be enlarged to a membership of thirty-three.



CLIMBING OUT OF THE MIST!

—OUT OF THE MIST, into the clear, shooting ahead with certainty and confidence after groping — guessing — wondering!

Printed Cellophane is to merchandising what clear vision is to the aviator. It is the Ace of all wrappers, lifting product after product out of the maze of everyday selling into the magical "ceiling" of certain progress.

Our artists are ready to design or re-design your package for you, our craftsmen to produce a finished wrapper that will appropriately dress your line for its rise above the ordinary — up and OUT OF THE MIST!

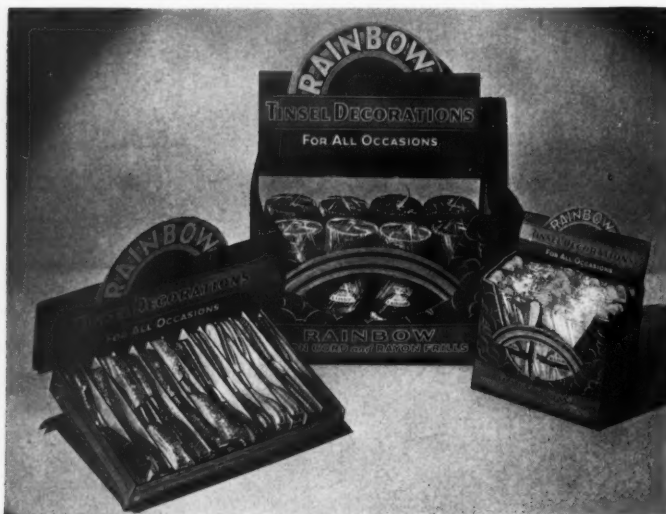
Package Paper Company

*One to five color printing.
Printing in rolls.*

Holyoke, Mass.

Cabinets Make Colorful Display

Maximum sales on tinsel products and other items that fall in the same class depend on attracting and holding the greatest amount of favorable attention.



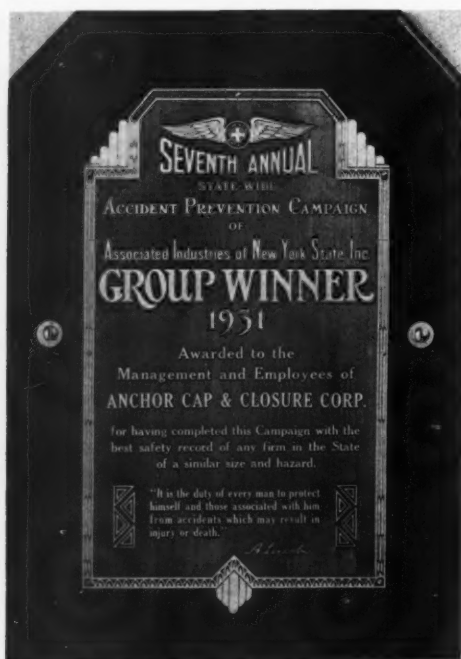
With the dealer's counter piled high with similar novelties, prominent display becomes the all-important requirement.

The Montgomery Company, Windsor Locks, Conn., manufacturers of tinsel decorations for all purposes, has introduced for this purpose, colorful and distinctive display cabinets that are placing its Rainbow tinsel products before the greatest number of prospective purchasers. Three of these cabinets of various sizes and shapes are shown in the accompanying illustration.

Brilliantly printed in four colors with green as the predominant and background color, these cabinets, which were produced by the National Folding Box Company, New Haven, are so designed that the company can avail itself of considerably more display space than was allotted them previously for counter or window. They serve both as shipping and display cases, are die-cut and open easily without slots, notches or perforations. It is stated by the company that this is the first time four-color-printing has been applied to display cards for this type of product.

Anchor Wins Safety Award

For its excellent record in accident prevention among employees, the Anchor Cap & Closure Corporation of Long Island City, N. Y., has recently been awarded the Group Trophy of the Associated Industries of New



York State, Inc., as shown in the accompanying illustration.

The record made by this company—that of no time lost by employees as the result of an accident—is an

enviable one and is indicative of the high calibre of operations which the company is conducting. Relatively speaking, stamping operations, such as are involved in the manufacture of products made by the company, are hazardous, and the material used—namely, tin plate—is a sharp-edged material which, if not properly handled or through the operations of unpacking, cleaning, packing, lacquering, lithographing, slitting, shearing and stamping, represents a constant danger of serious cuts.

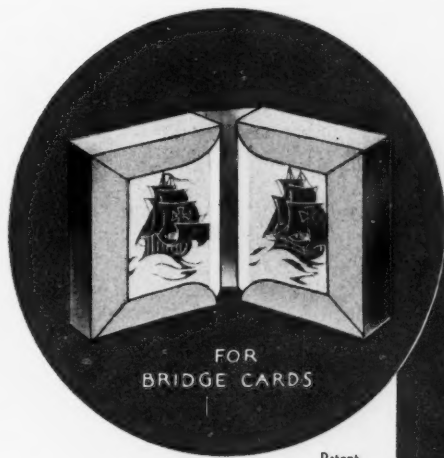


As an aid to stores which are seeking to reduce operating expenses, a report analyzing the methods employed by representative department and specialty stores in effecting economies in wrapping and packing operations, as reported in the survey conducted jointly by the Store Managers' Division and the Retail Delivery Association of the National Retail Dry Goods Association, has just been issued.

Answers to the questionnaire were received from 116 stores located in all sections of the country and representing concerns whose total annual volumes vary from less than two hundred thousand dollars to over forty million dollars a year. After these replies were analyzed, supplementary questionnaires were sent to stores reporting economies in operations, asking for a more detailed description of the methods and means actually employed in effecting such savings.

This report is based on the analysis of the complete replies received to both surveys; and gives the general experiences, practices, methods and means used with profitable results by stores in the operation of their wrapping and packing activities.

ANNOUNCING SOMETHING ENTIRELY NEW in the packaging field.....



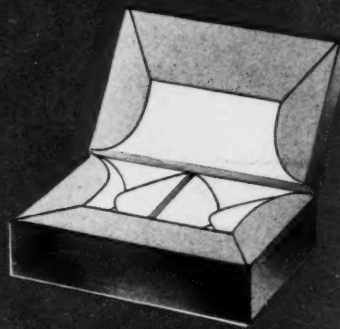
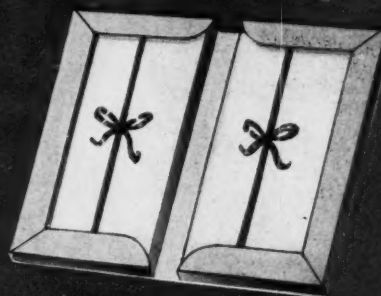
Patent
Applied for

Warnercraft designers present a new type of box which has many special advantages:

- First:* It is attractive in appearance and has the rigidity of a set-up box.
- Second:* It is economical in cost.
- Third:* It is shipped flat thus reducing shipping costs and storage space.
- Fourth:* It is a splendid sales aid because it permits of displaying the merchandise in retail stores.
- Fifth:* It can be made in any size or shape to hold almost any kind of product.
- Sixth:* Can be either printed or covered with a novelty paper.

Write for samples of this unusually attractive and economical type of box and see for yourself how effectively it will enable you to present your product.

a box with the appearance and the rigidity of a set-up box, at the cost of a folding box.



FANCY SET UP
PAPER BOXES

FOLDING
BOXES

MOLDED BOXES
& CONTAINERS

ARTISTS &
DESIGNERS ALWAYS
AT YOUR SERVICE

THE WARNER BROTHERS CO.

BRIDGEPORT

CONN.

New York Office: 200 Madison Ave.

WARNERCRAFT

THE FINEST WORD IN PACKAGING

Packaged Corks on Display

An answer to a vexing problem for the public at large is found in the new method of merchandising corks by the Dodge Cork Company, Lancaster, Pa. In addition it offers the drug, department, hardware and grocery stores another item for profitable selling on which, previously, they realized no sale at all. In introducing



this utility staple in its new form, the Dodge Cork Company presents it in a manner that leaves no doubt as to its success.

Corks of every conceivable size and shape, for the medicine, food, beverage and ginger ale bottle—in short, an assortment, including embossed wood-top stoppers, flange corks and cork discs, not ordinarily found around the home and always in demand, have been packaged

for the convenience of the householder in transparent cellulose bags,¹ sealed with an embossed label.² Regardless of the type of closure used previously, the Dodge package contains a stopper that can be substituted to fit properly. Even phenol resinoid closures, the lining of which after considerable handling becomes loose or dirty, are provided for. Renewable discs for this type of closure and also for metal closures are part of the assortment.

The merchandising of corks, through the medium of packaging, as a household accessory, fills a real need. Every family needs a bag of corks, literally. The closure that has bent, the stopper that has journeyed off to a safely hidden corner, that olive bottle whose cork has been chipped in innumerable little pieces—all must be replaced. And many hours have been spent trying to find a substitute, especially one that will fit. Consumers will, indeed, welcome the Dodge package of assorted corks.

And the retailer who previously gave the troubled consumer a cork or corks, gratis, now makes not only a sale, but expends little effort in so doing. In connection with the sale of these packages, 24 bags of corks are attractively displayed in a self-selling display carton,³ as shown in the accompanying illustration, which, when closed, is also a shipping container. A study of the display carton

will show that the upper tier, or top of the carton, fits into the cut-out base. When opened for display, the carton appears to be all one piece with two sections for the display of the cork packages. In actual fact, the front tier folds up on the center hinge, forming two separate sections.

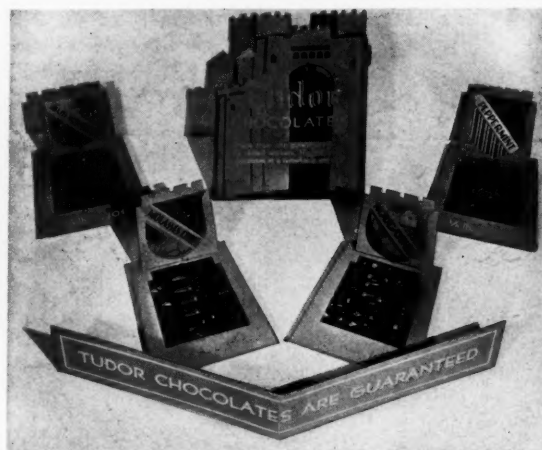
¹ U. S. Envelope Company

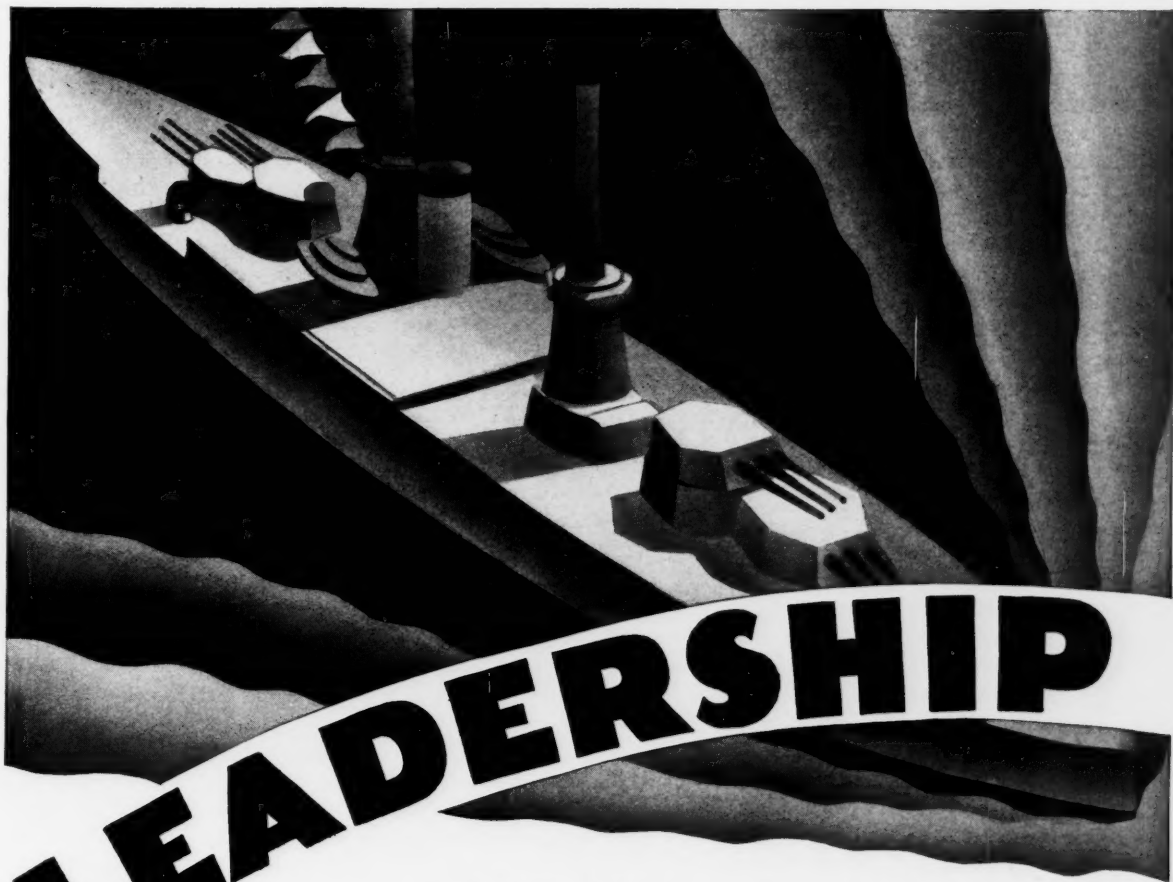
² The Foxon Company

³ Manufactured by Einson-Freeman Co., Inc.

The illustration at the right shows part of the new display for Tudor chocolates, built around the packages themselves. The latter are inexpensive, due to the price range of the candy, yet by a keen choice of color and box construction, a most attractive window display has been created.

The entire display consists of ten trays, each containing a different variety of candy, grouped in front of the display card which in design ties up with the name of the product. Without the use of easels, a card carrying an advertising message is inserted in the carton cover which is entirely separate from the carton itself. Brilliant blue is the main color, with the decorative motif in three other harmonizing shades. The creation and production of the display is the work of the Barta Press, Cambridge, Mass.





THERE is a flagship in every fleet and a leader in every line of business. Heekin Lithographed Containers . . . known for their faithful . . . true reproduction of color and design on metal . . . are specified by leaders in many lines of manufacturing. Leadership must be earned before it is granted by the public . . . Your package must be pleasing, attractive and reflect the quality of the product. Heekin's experience offers a valuable service in either designing a new package or improving an old one. Do not hesitate to ask us—



HEEKIN CANS

THE HEEKIN CAN COMPANY.

CINCINNATI, O.

Style Distinctiveness in Candy Packages

(Continued from page 45)

The style note in Norris packages today is not that of the period designs. Rather, it reflects as its inspirational motif the best accepted standards of typically modern art. This is portrayed in all of the packages used by the company today, especially in the striking Della Robbia Mints package, the Variety Box, Futura Chocolate Mints and the Charmant Chocolate package as illustrated on page 45. Realizing that *display value* is a selling factor of high importance today, Norris packages strongly accentuate this virtue. That, too, is one of the reasons why period designs are not featured in the packages today.

"The period designs necessitated a delicacy of coloring and comparatively complicated lines," it was pointed out by Mrs. Lowenstein. "But now, with the essentially simple designs one finds in the modern art featured in Norris packages, the colors must be more vivid, and there is more of an 'instantaneous' display value."

Norris packages illustrate the importance of the use of color and simplicity in design in order to obtain needed display value. Commenting on this feature of packaging technique, Mrs. Lowenstein stated: "I should like to stress the fact that in our boxes we have not specialized simply in styling exteriors alone; our ideal is that the package interior shall faithfully recall the general style theme, or style atmosphere, of the outside. The candies themselves are styled to this harmony, and it is apparent in the tinted paper cups, lining papers, foil and in the physical form of the box itself."

"The idea of an harmonious ensemble being maintained does not cease with the individual package but applies also to the other packages of a Norris line. In other words, a whole line is completely one in coordination. We create our boxes so as to make one ensemble when displayed."

"Norris packages may be divided into four groups: (1) Gift candies; (2) candies purchased by the hostess, for parties, etc.; (3) candies for home use, and (4) juvenile candies. Certain of our boxes are designed to express the note of seasonal appeal; and this, of course, is brought out through the designing, colors and makeup generally of the package."

"We create our own designs, and therefore every detail of the package and its contents can be in perfect harmony. Speaking generally, the procedure in creating a package of Norris candy is that the contents are assembled and then, keeping in mind the particular purpose for which this package is created, appropriate design is found for it. Even the actual box itself is made suitable for that."

Relative to the subject of Norris package designs generally, and the sources of inspiration for these, the following comment was made: "You might say we are constantly taking our inspiration not only from the world's recognized art and style centers, but even from great events that influence design. And, as a parallel in the matter of changing designs, this thought applies:

even as women wish freshening changes in costume styles, so we seek timely changes in package design and style. It is well to remember that the very life of style depends upon change!"

One of the principles underlying all Norris package work is that from standpoint of style the candy package should be authentic to the point of "fitting into a typically modern room."

This artistic concept in package designing is not a new thing with Norris; its boxes have been consistently demonstrating this idea for a number of years. The packages in period designs well exemplified this characteristic principle in the Norris flair for style. In the same way, the typically modern art motif, evidences of which are prevalent in the furniture and furnishings of the up-to-date, modish American home today, is reflected in the packages now being offered by the company.

Norris considers that the *permanent worth of the candy box itself*, to the recipient, constitutes a factor of no little importance and that it is capable of being made a valuable element in merchandising such a product. It is for that reason the boxes are planned, designed and built with a view to long life.

Norris' original and distinctive packages have been truthfully characterized, in recent advertising pieces, as representing a "subtle interpretation of the vogue of today." This was applied in particular to three of the newer and well-received packages, the Mayfair Milk Chocolates box, the Futura Chocolate Mints and the Charmant Chocolate box.

It will be interesting to examine, briefly, several of the outstanding present-day Norris packages, with a view to suggesting a general idea of the elements of actual package makeup. Della Robbia Mints are a most interesting candy creation: they are mints fashioned in the shapes of fruits and flowers, and are exquisitely hand tinted. On the Della Robbia Mints package the candy layout is reproduced in colors on the box top. The cover design consists of a series of silver panels over which are printed decorative fruits and flowers in colors. These panels are superimposed upon a background of black, the entire arrangement effecting a distinctly original design.

The Charmant Chocolates package is an outstanding example of Norris' successful use of vividly modern style in art. It is a metal box, done in silvery finish. Cover design is essentially simple and possesses a beauty that is dignified and compelling.

Norris' Variety Box has long been one of the company's famous packages, and a favorite with the public. In common with other recently produced packages, the "re-created" Variety Box possesses a number of intriguingly new, attention-compelling features in design. In the style note it is the very epitome of modern art. The colors featured, in a cover that presents original decorative and pictorial work, are silver, gold, green, blue and cerise. The package well merits its name "Variety," for it contains twenty-five different varieties of candy.

Norris' recent creations in the field of what is termed "seasonal" packages, are too (Please turn to page 82)



**SUCCESSFULLY
SHIPPING
ONE OF THE
MOST FRAGILE
PRODUCTS
IN THE WORLD**

Packed in Myracol Shredded Paper—

**Neon Sign Given 3
to 5 Times Normal
Trip ARRIVES IN
PERFECT CONDITION!**

Not one delicate vacuum tube was damaged, when a Neon sign container was packed in Myracol Shredded Paper and given a test shipment equalling three to five times normal shipment.

Laboratory tests prove Shredded Paper gives 25% to 30% greater protection to certain products.

And Shredded Paper is faster to pack.

Not only is Shredded Paper more efficient—it gives greater display value and sales appeal. Send for sample assortment in wide range of colors and grades.

The
ElectroGas
Corporation

MANUFACTURERS OF
RARE ATMOSPHERIC
GAS FILLED LUMINOUS
PYREX TUBING AND
SUPPLIES FOR THE
ELECTRIC SIGN TRADE

CHICAGO

GENERAL OFFICE
AND FACTORY
111 WEST LEXE STREET
TELEPHONE
MANROE 4486

April 4, 1932

Pioneer Paper Stock Company
448 West Ohio Street
Chicago, Illinois

Gentlemen:-

We are pleased to report that the Neon sign packed in Pioneer Shredded Paper was returned in perfect condition after a severe test shipment.

As you know, a Neon sign is one of the most fragile products made. We manufacture and ship thousands of these signs throughout the United States and Canada yearly. As it is essential that they arrive undamaged, packing material is of utmost importance.

We are well satisfied that Pioneer Shredded Paper provides high efficiency protection against the shocks encountered in shipping.

Yours very truly,

ELECTRO GAS CORPORATION

D. H. Barsaloux
Sec'y-Treas.

DLBarsaloux/ERM

PACKING MATERIALS DIVISION OF

PIONEER PAPER STOCK COMPANY

448 WEST OHIO STREET, CHICAGO, ILLINOIS

APRIL, 1932

69

Here and There - - - -

Every generation dwells within its own ideas. If you think your nineteen-twenty package cannot be improved upon, you're practically defying evolution.

. . .

Egg dealers can voice their preference in retaliation for the Listerine-Pepsodent egg-campaign advertising by rubber stamping their eggs—"Eat eggs and gargle with Pepsodent!"

. . .

And, while we are on the subject—here's one right off the hatch: Nobody favors a purely blank label—why doesn't some ad-minded egg merchant make use of the usually high-priced white space in revenue-producing copy on eggshells?

. . .

We like the idea developed by the Embree Mfg. Co., of embedding a penny in their cake of clear glycerine soap as an incentive to reward the boy or girl who washes faithfully. However, remembering our own predatory youth, as long as spoons or fingernails are available, it might have been made more successful if the penny were not so visible—for instance, in an opaque soap, or even the resistive Hand Sapolio.

. . .

With sufficient publicity, nothing should stop the Mir-g re-use tea container from brewing its beverage on

many bridge and tea tables. The package is a squared teapot and, to carry the idea toward the desired end, cups, with cunningly contrived saucer tops, should follow. There's novelty in "all square" tea service that is modern as well as good merchandising.

. . .

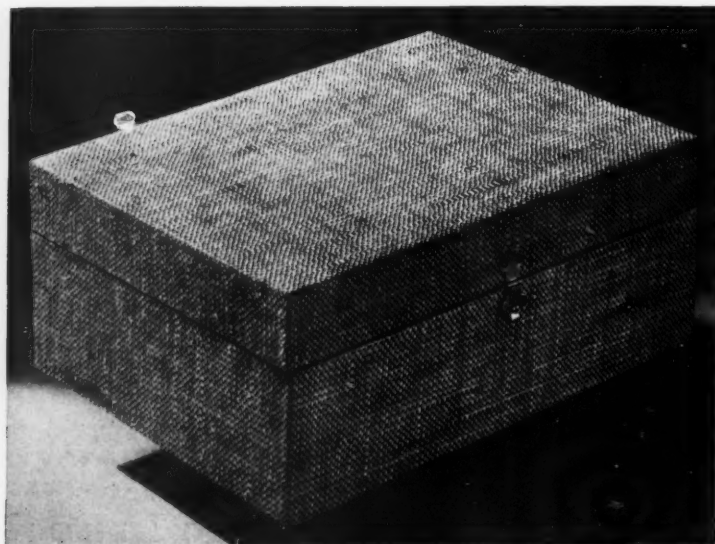
Not so long ago this column called attention to the maxim that more products should illustrate or suggest the use of their commodity on the package, but after a reflective thumbing of the pages of some of the leading women's magazines perhaps there are limitations. At least, let's mark time on the thought until the editors of *Ballyhoo* play on the idea.

. . .

Must we say more about the current "tit for tat" campaign among cigarette manufacturers? Millions of dollars spent on innuendos and counter-slaps in advertising regarding unconvincing claims to debatable and vague manufacturing process will not succeed in snaring half the esteem and affection of the populace as will a fraction of that sum spent in really modernizing the package itself. Modernizing, in the sense that the container will more gracefully function as a carrier.

. . .

Hosegards, a Latex product meant to protect silk stockings from slush, exemplifies an idea that appears to be all wet. Anyone who has ever had occasion to wear rubber gloves, and that embraces thousands of the silk-sox-sex, knows that hose will be wet from within as well as from without, if sheathed in even ever-so-thin rubber. Looks like a good idea gone wrong.



Something unusual in the way of package covering material. This is the new container recently introduced for Dorothy Gray's week-end kit although the contents of the package have not been changed in any way.

This package was formerly in blue metal. The present covering is a new fabric of a criss-cross weave, similar to a rough texture linen. Its color tone is a delicate blue with tan and white. It is extremely smart, practical and said to have the important feature of withstanding hard wear

NASHUA Tu-Tone

COMBINES two-color effects with embossing, to produce a box covering distinctive and attractive.

It is suitable for small containers in the perfumery, jewelry, and novelty group.

It is so reasonably priced that it may be used advantageously and economically on large boxes for hosiery, knit goods, shoes, shirts, etc.

Tu-Tone is one of several groups of new and different Nashua box cover papers in the moderate price range. In a number of colors.

NASHUA GUMMED & COATED PAPER CO.
Nashua, N. H.

Write for sample sheets and prices of Nashua Tu-Tone



PRODUCTS *of this* COMPANY

COATING DIVISION

Glazed & Plate
Box Papers
Embossed Papers
Metal Papers
Velour Papers
Trade Mark Papers
Gummed Paper
Gummed Cambric
Glofoil

WAXING DIVISION

Bread Wrappers
Candy Wrappers
Cake Wrappers
Carton Wrappers
Carton Liners
Lunch Rolls
Waxed Tissue

SURE-HOLD DIVISION

Sure-hold Envelope
Cases, Shirt Bands,
and other Laundry
Supplies.

PACKAGE SEALING DIVISION

Itstix Gummed Tape
National Package
Sealers

NASHUA
NASHUA

**GUMMED & COATED
PAPER CO.**
. N . H .



Perhaps you've heard the one about the two fish dealers over in London. When one put up a sign, "We Serve His Majesty The King" .. his next door rival immediately put a sign in his window, which read, "God Save The King." When your competitor gets out a swell package * go him one better *** GET MARTIN ULLMAN to design yours



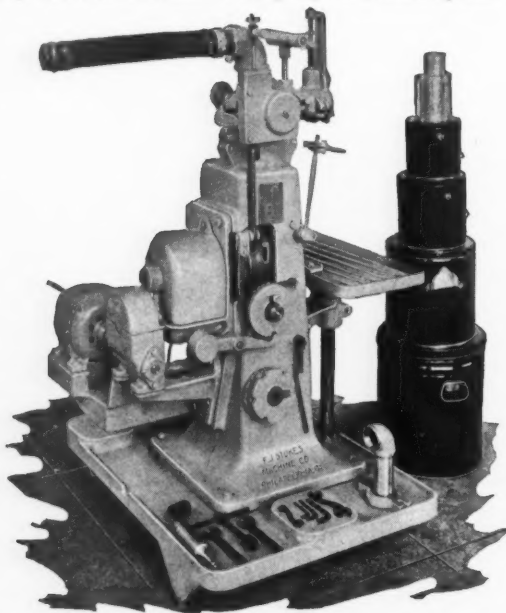
*** My work is my spokesman

MACHINERY — SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

New Filling Machine Solves Problem of Quick Cleaning and Change-Over

The problem of quick cleaning and "change-over" of filling machines, which has long baffled manufacturers of paints, varnishes, oils, greases, food products or any liquids or pastes which they fill into many-sized containers, is said to have been solved by the new and inexpensive "Simplex" filling machine developed by the F. J. Stokes Machine Company of Philadelphia, and



The Simplex filling machine which permits quick cleaning and change-over and is said to operate three times as fast as hand filling

shown in the accompanying illustration. Ten minutes for change of material and two minutes for change of container are, according to the manufacturer, ample for this machine. Parts coming in contact with the material are quickly removable and, where advisable, extra interchangeable parts can be furnished at nominal cost.

The "Simplex" fills liquid or paste products into cans, jars or tubes from one-quarter pint up to five gallons in size; is easy to operate, and thoroughly practical. The container placed under the nozzle automatically trips

the starting trigger and the exact quantity or weight desired (up to one quart, or sixty cubic inches) is discharged. Larger quantities (up to five gallons) are filled by means of the "multi-fill" attachment which automatically operates the required number of piston strokes to discharge the desired quantity. The adjustment for the quantity to be discharged is readily made by means of a thumbscrew which controls the length of the piston stroke. The operation is positive and fills the last gallon as fast as the first.

It is stated that the "Simplex" fills at least three times as fast as hand-filling. Speeds up to 40 fills per minute are possible, depending on the material, the container and the size of the nozzle. It is possible to fill 600 gallons, or 2400 quarts, per hour.

This new machine is compact, occupying but 2 ft. x 3 ft. of floor space, portable so that it can be easily moved about from one job to another, and motor-driven by a $\frac{1}{3}$ -hp. variable speed motor operating from any light socket. As the illustration shows, a flexible hose leading from the mixing tank can be screwed directly on to the machine. Hoppers, heated if necessary, can be furnished.

New Magnetic Detector Reveals "Tramp Iron" in Packaged Foods

Safeguarding his products against the inclusion of nails, pins, metal chips and countless other forms which make up the miscellany known as "tramp iron" has long been the anxious concern of all good food manufacturers. In more recent years this problem has been largely solved by the magnetic separator which utilizes the magnetic quality of iron in effecting the removal of "offending" metals from bulk materials.

Wheat and other grains coming to a milling plant go through an iron separation process before being cleaned, polished and ground. Cereals and flour may then undergo another separation prior to being sacked or packaged. The same is true of almost any other product one can name, including cooked and prepared meats. But in all cases the material has had to be in bulk so that it could be run through in fairly thin layers.

Now, as a result of recent developments, a final degree of protection against inclusion of tramp iron in

NOW!

ONE MACHINE

**makes the container,
weighs the contents, fills
and seals the package**

New Savings



THIS one machine *makes* the complete container from a roll of cardboard and printed sheets; weighs the contents; fills the package and seals it.

Does away with the necessity of using a number of separate packaging units and long conveyors—*an impressive saving of floor space.*

There is also a large saving over the cost of buying ready-made cartons.

The machine cuts, punches and scores the board, forms the carton and glues it firmly on the bottom and along one side. It then places the printed wrapper around the carton, gluing it in such a manner that it adheres tightly to the carton.

Contents of the package are measured by either net weight, gross weight, or volume, as desired, and automatically filled into the package.

After the package is filled, it goes to the closing mechanism, which first folds and seals the cardboard flaps; then the flaps of the paper wrapper are securely sealed, making an absolutely sift-proof package.

Operates at a speed of 70 to 80 per minute.

A similar machine to the one described above, uses flat printed cartons, fed from a magazine. The

carton is formed around the liner, which is made from a roll of paper.

Hesser machines are also available for forming and filling paper bags. Ideally suited to such products as coffee, rice, barley, sugar.

Hesser machines offer so many advantages entirely new to American manufacturers, that you owe it to yourself to investigate their merits. They carry the same broad guarantee as to performance and workmanship that applies to all Package Machinery Company machines. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS

NEW YORK CHICAGO LOS ANGELES
LONDON: Baker Perkins, Ltd.

HESSE

**Combination package making,
weighing, filling and
closing machines**



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

packaged foods seems likely of adoption. The recent perfection of a new machine, known as the Magnetic Detector, by the Dings Magnetic Separator Co., Milwaukee, Wis., is said to provide an additional weapon against "Old Man Iron."

Application of the device covers for the first time the packaged product. It is for use with non-magnetic containers such as cardboard cartons and cloth or paper bags. Obviously these containers must not employ iron clips or brads in their construction.

Within these limitations, however, this new magnetic machine is truly remarkable in its detection of iron particles in packaged products. Its sensitivity is so great that it will detect a piece of iron weighing only a gram (.035 oz.) even when this small particle is embedded in a brass briquet measuring 8 in. x 8 in. x 24 in. The presence of even tinier iron particles can be detected when they are contained in non-metallic materials, such as foods.

The principle involved in the detector is that of magnetizing the particle of iron first and then passing it through a secondary field wherein it induces an electrical circuit which is registered on a galvanometer.

Let us say that one of the detectors is in use in a plant where cereals are prepared and that it is installed in connection with an endless belt conveyor on which the packaged material is carried to the shipping or crating room. The packages first pass through the primary magnetic field of the detector where any iron particle present is magnetized. Next the packages are carried

into the secondary field in which the presence of an iron particle in a package will be revealed by the deflection of a galvanometer needle, the flashing of an electric light or the ringing of an alarm bell. The conveyor stops automatically at this point.

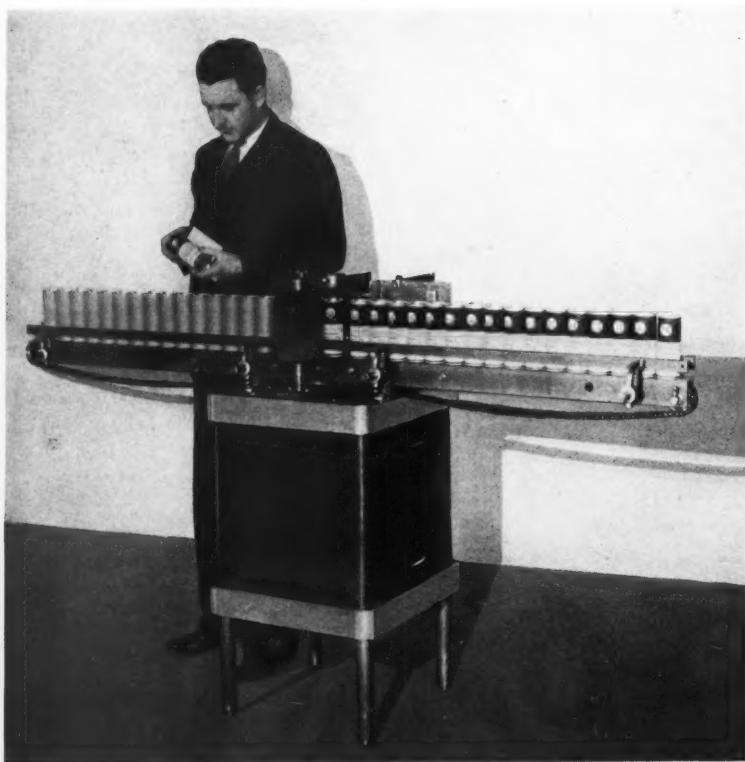
The value of the detector in plants already using magnetic separation lies in protecting the manufacturer against the possibility of iron getting into the product during the packaging operation. For those who wish to make assurance doubly sure, this new machine will have a special appeal.

New Cap Patent Granted

It has been announced that patent No. 1,849,976, covering the Phoenix S T cap has been allowed. This cap is said to fill a demand for a straight-sided closure of standard design and unbreakable material, provides a closure which seals and re-seals securely and positively and is supplied with tested liners for every product packaged in glass.

Being made of tin plate, the cap is less expensive than covers of other metals and materials. With the aid of decorative coatings, lacquers, crystal finishes and flat varnish the appearance of other metals and materials may be satisfactorily reproduced.

It is stated that this new cap is the most important improvement that has been made in metal screw caps since the C T and Capitol caps were brought out as developments of the Phoenix-Hermetic Company.



The new Packomatic Labeler, shown at the left, is announced by the J. L. Ferguson Company, Joliet, Ill. This machine will apply a label to any straight line surface, flat, round or of any other contour. It automatically takes labels from the magazine, one at a time, applies adhesive completely or partly over the back surface of each label and applies the label to the object

What is the Biggest Part of your Cartoning Cost?

That question is asked concerning solid objects (one or any number to a carton), and the answer is:

Taking the knocked-down carton from the stack, opening it, closing and tucking or sealing the bottom end, setting it down, closing and tucking or sealing the top end after filling, and setting it aside—those are the operations that constitute by far the largest proportion of your cost.

Another Interesting Answer

This large proportion of your cartoning cost can be eliminated, through a small investment, by means of the Goat Semi-Automatic Cartoning Machine—

—which takes the knocked-down cartons from a stack, opens and sets them up and carries them past the operator (one or more) for filling, and closes and tucks or seals them; all at the rate of from 20 to 30 per minute.

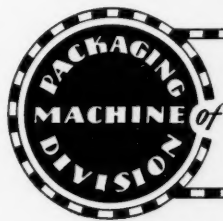
You can see—

—that [this machine has decided advantages where the output is not of the very largest, be it on the principal product or on certain articles of lesser volume; also where the demand is seasonal and does not warrant investment in a full-automatic machine.

Ask us about it, in relation to any particular product and output. We may be able to help you save a lot of your good money.

For Food Powders—

—permit us to remind you that we are the sole manufacturers of the Anderson Packager. It makes the famous Satchel-Bag Package used for Jello, Royal, Junket and other food-powder products: a unique package, excellent in every respect for products such as we have named, and which it makes complete, fills, closes, inserts in carton and closes and seals the carton at from 25 to 35 per minute.



The Fred Goat Co., Inc.
314 Dean Street, Brooklyn, New York

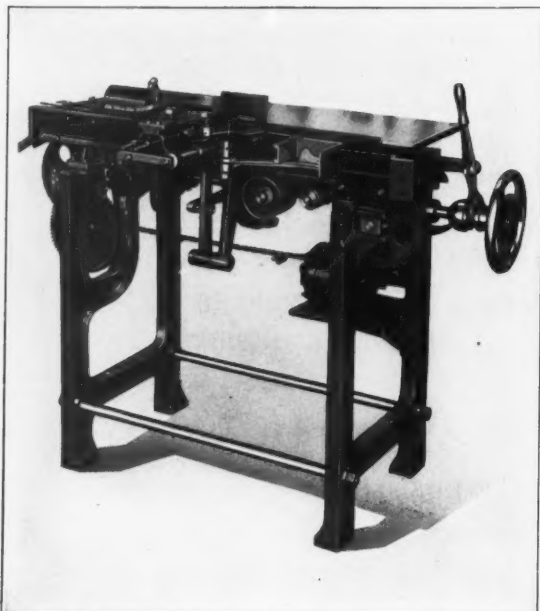
Established 1893



For the design, development and production of special devices or machines please address our Contract Division

Adjustable Folding and Closing Machine

Announcement is made by the Peters Machinery Company, 4700 Ravenswood Ave., Chicago, Ill., of a new adjustable folding and closing machine. This is known as the Peters Junior Model folding and closing machine and is shown in the accompanying illustration.



New adjustable folding and closing machine which handles various sized cartons

It is stated that the machine will handle the closing of various sized cartons at the rate of 35 to 40 cartons per minute and may be quickly changed from one size to another. It requires but little floor space and is low priced, thereby filling a need in the packaging industry for a machine of this type.

Printing with Rubber Plates

Certain rules should be observed in printing oil inks with rubber plates. These are as follows, according to information released by Hampden Glazed Paper & Card Company:

1. Make sure the plates are made of oil-proof rubber.
2. Use special rubber plate inks or their equivalent to obtain the longest wear from the plates. (Ink should have a neutral and not an acid reaction.)
3. Use hand engraved rubber for all parts of the design except small type and intricate details.
4. Use molded or vulcanized rubber for small type work and all details that cannot be cut by hand. (Metal photo engraved plates will print type and fine detail on most papers as well as rubber, and rubber molds need not be made from them only when the paper surface is exceptionally rough.)

5. Make ready with as light an impression as is possible.

6. Avoid signs of squeeze on printed edges.

7. Run ink as heavy and with as flooded a feed as a good distribution will permit. (When needed, rubber will print an ink film heavier than is possible from metal.)

8. Use thinning reducers sparingly, only as needed, and only those that have a neutral reaction.

9. Clean plates with high volatile cleaners, sold as rubber plate cleaners. (Do not use kerosene or similar low volatile oils as these soften and injure the rubber.)

10. Make sure the mounted plate is no higher than standard printing requirements demand. (Should the form rollers of the press be allowed to hit the rubber plates harder than required for good inking, the unnecessary friction will develop additional heat sufficient to cause the rubber to swell and become soft through increased oil absorption.)

To order a set of hand engraved rubber plates observe the following directions:

1. Furnish a finished color sketch exact size, if entire design can be cut by hand. If not, a black and white line drawing should be furnished instead, with color surfaces indicated.

2. State whether or not plates should be mounted for patent base.

3. Submit sample, if possible, of kind of paper to be printed.

4. Be sure and state total number of impressions to be required for the job. (When ordering molded plates a line drawing should always be furnished.)

NOTE: Rubber plates are continually being improved but it is doubtful whether they will ever be made absolutely oil proof. At present they are oil resisting only and it is necessary therefore to carefully select the oil inks to be used if long wear from the plates is required. Buy inks that are specially labeled "For Rubber Plates." Such inks are neutral and not acid reacting and prolong the life of the plates by many thousand impressions. Insist on a rubber plate neutral ink and you will be well repaid for your trouble.



Three new items in its line of decorative tying ribbons are announced by Freyberg Bros., Inc., 11 West 19th St., New York City. These are as follows: Cello-Foil ribbon which consists of Cellophane-covered foils in ribbon form, in $\frac{3}{16}$ in. and $\frac{3}{8}$ in. widths; Cello-Ad ribbon, which is formed from printed Cellophane in various colors, and Cello-Holly ribbon, available in various colors of Cellophane on which is printed holly leaves and berries in actual color.



The Dobeckmun Company, Cleveland, Ohio, has opened a New York office in the Salmon Tower Building, 11 West 42 Street. Tel.: Penn. 6-9679. C. G. Kiskaddon is in charge.

★ SENSATIONAL ★

★ STRIKING ★ BEAUTIFUL ★

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BRIGHT METALLIC PAPERS

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★ RICH ★ NEW ★ BRILLIANT ★

★ PRINTS WELL ★ WATERPROOF ★

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6-11 Rolls \$15.00/Ream

3-5 " 15.50 "

1-2 " 16.50 "

Extra charge for smaller quantities

SEND FOR SAMPLES

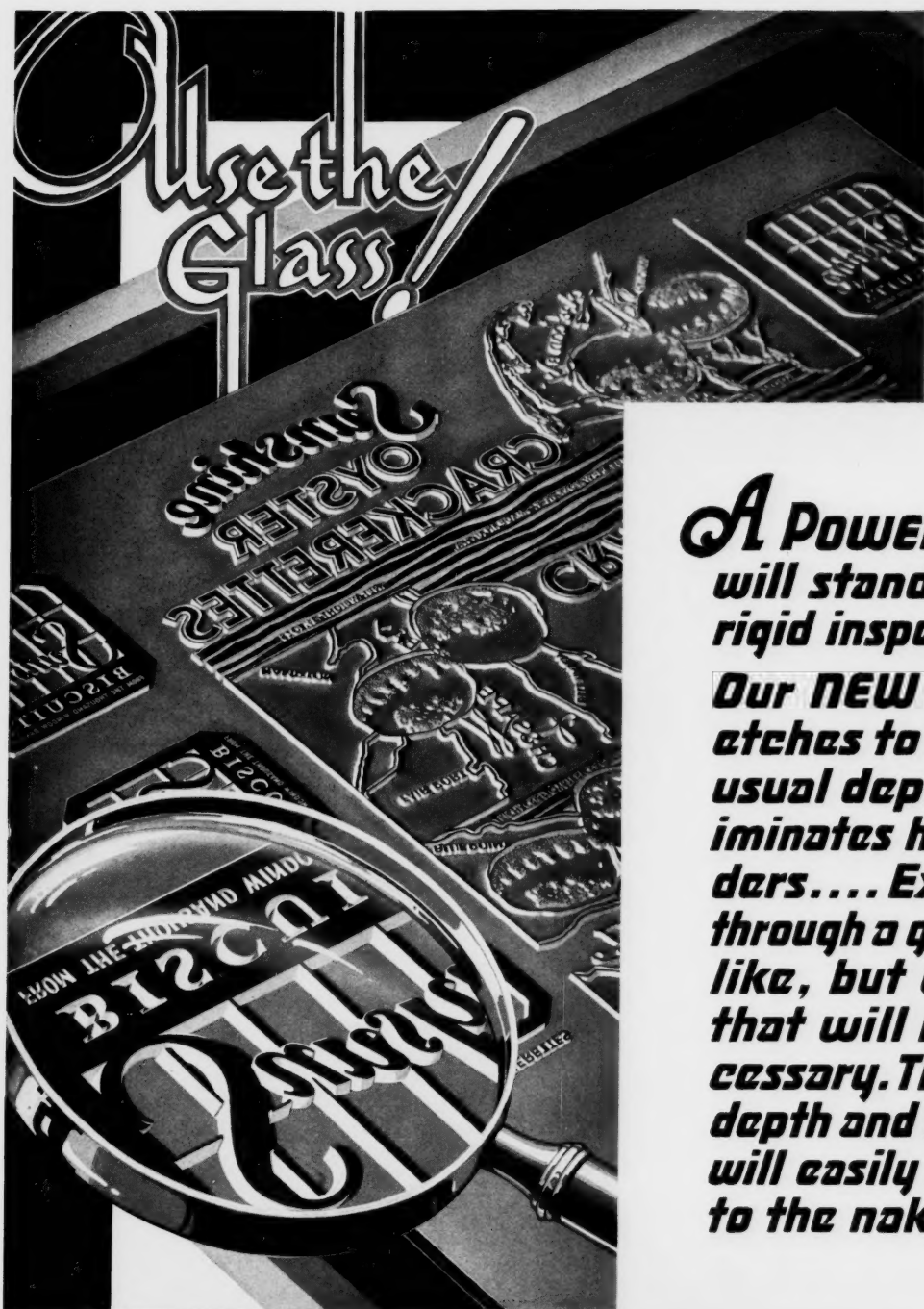
Clip this coupon, fill in your letterhead and mail to:

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Gone: The Wooden Age of Meat Packaging

(Continued from page 33) past year, an innovation in meat packing for shipment has occurred: the use of fibre and corrugated shipping cases,* supplanting wooden crates, boxes and barrels.

The greatest advantage accruing from this innovation is a cut in container costs and shipping fees that approximates an average of fifty per cent! Still another advantage is that they are easier and safer to handle than the heavier, slivery wooden containers. And third, fibre and corrugated shipping cases are closed quicker, better and more easily because they are sealed by machinery, just as they are set up by machinery.

Two floors above this assembly packing room is the box shop where two automatic, make-up machines,* one single-headed and one double-headed, are kept busy setting up the fibre shipping cases which are fed to chutes connected with the box storage room located directly below, the fresh meat cutting floor and the fresh meat and specialty assembly packing room.

Through this vast assembly packing room a long roller conveyor extends. At one end the conveyor receives the set-up fibre shipping cases and at the other end discharges them, filled and ready for either of the two power-lift top stitcher closing units.*

Sliced bacon and link sausage in lots of 2, 4, 6 and 8 units are packed into these two-color-printed fibre and corrugated shipping cases. Into these cases also go the bracket or mixed orders, comprising perhaps the major portion of Dold's meat packaging for shipments. Because the latter constitute such a large volume of the shipping packaging, corrugated and fibre shipping cases necessarily of many sizes and shapes are

* H. R. Bliss Co., Inc.

Sefton National Fibre Can Company of St. Louis, Mo., announces the opening of a new branch factory at 6551 West 65th St., Clearing, Chicago, Ill. This plant will be under the personal supervision of Charles T. Simpson, of Simpson, Incorporated, who recently resigned as vice-president and general manager of W. C. Ritchie Company.

Simpson, Incorporated, will also manufacture fancy set-up boxes in the same building. Spirally wound cans with fibre or metal ends will be made immediately at this branch plant and as rapidly as conditions permit, additional machinery will be installed.

The personnel of Simpson, Incorporated, is as follows: Charles T. Simpson, president; W. Steuer, vice-president; James S. Cox, treasurer; J. Bocan, secretary and N. Korfist, assistant secretary.

Du Pont Cellophane Company announces the promotion of Warren J. Harte from assistant Eastern sales manager to Central sales manager. Another promotion

now utilized to carry the 25, 50, 60 and 75-lb. shipments.

Smoked meat packing for shipment occupies a separate room directly below the smoked meat wrapping room and in here there is one single-headed make-up machine and one power-lift top stitcher closing machine for the two-color-printed, fibre shipping cases in which all smoked hams and bacons, smoked picnics and pork daisies are packed for shipment.

Similarly, the shipment packing of two types of fresh meat—Dold's New York fresh dressed pork loins and Dold's New York fresh dressed Boston butts—is separate from the shipment packing of all other fresh meats. These in 5-6 to a 60-lb., and 10-12 to a 50-lb., two-color fibre shipping case, respectively, are packed for shipment right on the cutting floor, fresh from the cutting and dressing. Three fully automatic closing units are located on this floor. The cases are furnished either directly from the box shop two floors above, or from the box storage room one floor above, in both cases by gravity chutes.

Bearing in mind the wide demands made upon the meat package and shipping case, varying from those for sliced bacon, link sausage and sausage meat, boiled, baked and smoked hams and fancy meat loaves, to those for whole loins and shoulders, the Jacob Dold Packing Company has achieved a remarkably high uniformity of packaging operations. This standardization and uniformity of packages and packaging processes not only makes for most effective and efficient packaging per se, but also serves to solidify and strengthen merchandising of the package.

Thus in all three plants, Buffalo, Wichita and Omaha, two-color fibre shipping cases and fully automatic make-up and closing units are used. This same uniformity follows as far as possible all the way down the packaging line from shipping cases through cartons to wrappers.

is that of V. C. Clark from senior representative at Philadelphia to assistant Eastern sales manager, with headquarters in New York at the Empire State Building.

Alexander Simpson, vice-president, has been appointed director of sales of the Eaton Paper Company (formerly Eaton, Crane & Pike Company) and assumed the duties of this department, in addition to his present duties as merchandising director, on March 12. Mr. Simpson will be assisted in his merchandising work by Paul E. Burbank, recently appointed assistant merchandising director. Colonel R. E. Kimball, who was formerly sales director, has severed his connection with the Eaton Paper Company and will enter another line of business.

The San Francisco office of Anchor Cap & Closure Corporation and Capstan Glass Company is now located at 230 California St.; telephone, Douglas 4319.

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that build good will and preference for the products they protect

unbreakable HYCOLOID

COLLAPSIBLE TUBES

VIALS « BOTTLES « JARS



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SEAMLESS « MOISTURE-PROOF « FEATHERWEIGHT « ODORLESS

Hycoloid Tubes or Vials are the finest you can buy, but by no means the most expensive. There is a distinction in keeping with the trend to *better* packages.

Send for Hycoloid samples in the color you want!

**[[MAKE YOUR TEST WITHOUT OBLIGATION—
YOU'LL FIND HYCOLOIDS A VAST IMPROVEMENT]]**



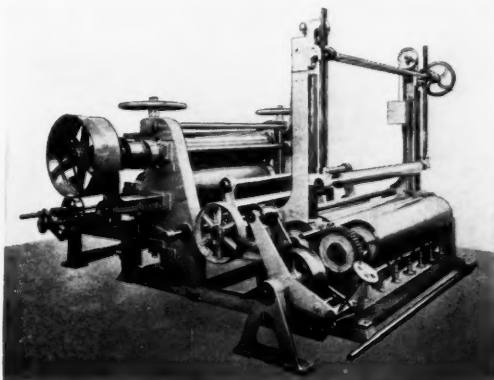
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The Waldron Embosser illustrated is equipped with drum winder, slitters and spreader. It is one of the various types of modern embossers designed by Waldron to meet specific requirements with respect to speed, pressure and pattern of goods.

The unequalled Waldron manufacturing facilities for the production of embossing rolls maintains their enviable reputation for insuring longer life and extra service hours. Our Catalog No. 102 fully describes Waldron Embossers and Rolls. Write for a copy.

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Trade Literature

◆ BOX COVER FABRICS

TEXTILEATHER CORPORATION, Toledo, Ohio, issue an imitation folder containing 8 in. X 10 in. samples of "Textileather" fabrics in various colors and designs, suitable for plain or decorative fancy boxes. The book received shows thirty-five samples and offers a pleasing selection. These appear to have the necessary qualities that fit them for box and package coverings.

◆ GLASS CONTAINERS

KARL KIEFER MACHINE COMPANY, Cincinnati, Ohio, has issued a most instructive booklet entitled, "The Cleaning of Glass Containers" which, in addition to the information suggested in its title, illustrates and describes equipment made by the company for accomplishing this operation.

◆ ADHESIVES

WILLIAMSON GLUE AND GUM WORKS, 2327 West 18th St., Chicago, Ill., issue a folder describing Cellophane Adhesives, for machine or hand application. It is stated by the manufacturer that some of these are also suitable for use with cellulose acetate wrappings as well as for all types of transparent cellulose.

◆ CARTON STOCK

ARTCOTE PAPERS, INC., 380 Coit St., Irvington, N. J., are distributing a portfolio containing samples of new Artcote carton stock (gold and silver coated), which is available in sheets 22 in. X 28 in. Excellent printing surface and folding qualities are claimed for this stock which is also said to be water-proof, scuff-proof and tarnish-proof.

◆ CLOTH COVERINGS

PRIMARILY INTENDED for use as book covering materials or other binding purposes, two brands of book cloths, "Span-o-tone" and "Marblex," offer possibilities as box or other package coverings. As described in the sample books issued by the manufacturer, THE HOLLISTON MILLS, INC., Norwood, Mass.: Span-o-tone takes printing and stamping, accepts glue and paste, is pleasing to the touch and has no odor. This is a two-tone book cloth obtainable in standard or special color combinations. Marblex (the finish is indicated by its name) has a special finish which resists finger-marking and spotting. It presents no stamping or sticking difficulties, has no odor and cannot crack, peel or blister.

◆ GUMMED TAPE

"SELLING SHIPPING INSURANCE" is the title of a 14-page booklet issued by the CENTRAL PAPER COMPANY, Menasha, Wis., manufacturers of "Security" gummed tape. The several advantages of this tape and its various uses are set forth, together with a number of helpful suggestions to salesmen and jobbers.

◆ MOLDED PLASTICS

CHICAGO MOLDED PRODUCTS CORPORATION, 2145 Walnut St., Chicago, Ill., have issued Catalog No. 101, "The Story of Bakelite Molded Parts." In addition to illustrating and describing the services of the company, this catalog contains information relating to Bakelite, Durez, Lumarith and Plaskon, besides several useful tables.

"SPEAKING OF MOLDED PACKAGES," General Plastics, Inc., North Tonawanda, N. Y., has considerable to say in a recently issued booklet carrying this title. Illustrated on its pages are many excellent examples which show the use of Durez.

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Operating Economy is what
counts! Hard to measure,
but so very real nevertheless,
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packages that compel attention. Your
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You can rely on "US"—many leaders do
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TRADE MARK INFORMATION

*Don't adopt new brand names without making sure they
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the service is free.*

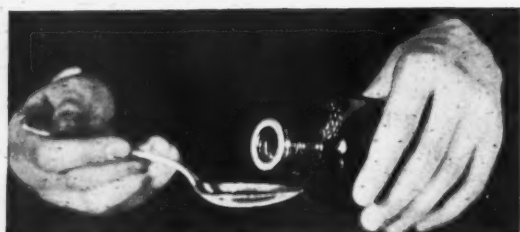
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112 Cross St.



Announcing the New "POUR-OUT"

A simple means of enabling one to pour out the contents of a bottle without having it drip over the side, it is now available for large bottlers using automatic conveying equipment between filler and capper. It is unbelievably efficient!

This "POUR-OUT" is furnished with our C.T. Caps, and is automatically transferred to your bottle when cap is applied.

Submit samples of your product, and we will return them to you with our cap and "POUR-OUT" attached.

Invention covered by our Patent No. 1,837,618.

FERDINAND GUTMANN & CO.
Bush Terminal No. 19,
Brooklyn, N. Y.

Bottle Closure Specialists Since 1890

"FILMASEALS"

Trade Mark Reg.

Pats. Pending

Style Distinctiveness in Candy Packages

(Continued from page 68) interesting to be passed up entirely. The Summer Selections package—whose assortment contains fruit jellies, mints, nut rolls, nougats and other pieces—is appropriately styled to a summer note, and is designed in cool blues, greens and yellows. The Bouquet Box, containing a popular assortment of summer candies, features for its cover design a colorful bouquet of tulips. The Cellini Box is a new companion box to the Della Robbia Mints.

The various boxes mentioned and briefly described are by no means all of the interesting Norris packages, but we cannot, of course, review them all. Among those others, however, are the cleverly done packages appealing to the fancy of the juvenile candy recipient. In conclusion, a word may be included about the product: Norris candies, according to the official interviewed, are sold in every section of the country.



A medicine chest on display. That is the latest innovation in counter or window display cards as designed by the Einson-Freeman Co., Inc., Long Island City. One is shown below. Made of paper, the shelves and containers are die-cut. For a more true interpretation, each product and package has been reproduced in its actual colors.



ECONOMY
DISCIPLINE
OF LUTHER



AT LAST!

A Brilliant Silver Box Cover
at a surprisingly low price

SILRAY is an exceptionally beautiful sheet—it has all the sparkling brilliancy of foil—rich in attention value—and the welcome news to box manufacturers is that modern manufacturing methods enable us to sell this new creation at a price you would pay, ordinarily, for the regular run of box papers.

Write **NOW**
for samples of
the complete line

FIVE FINISHES

- Moire
- Vine
- Moderne
- Hammered
- Textile

D I S T R I B U T O R S

BRADNER, SMITH & CO.
333 So. Desplaines St., Chicago, Ill.
HENRY L. GOODMAN
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HOLYOKE PAPER CORP.
487 Broadway, New York City
HUGHES & HOFFMAN
217 Mercer St., New York City
HOLYOKE PAPER CORP.
10 High St., Boston, Mass.
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MATTHIAS PAPER CORPORATION
143 N. Fifth St., Philadelphia, Pa.
THE JOHN LESLIE PAPER CO.
301 So. Fifth St., Indianapolis, Ind.
NASSAU PAPER CO.
St. Paul, Minnesota

The **MARVELLUM** Co.

HOLYOKE Ⓞ Papers Distinctive Ⓞ MASS.

Taking Fear Out of Package Changes

(Continued from page 48) that the customers would become suspicious of the quality of the product and would complain, that the salesmen would wonder why the change was made. All these were natural fears. However, keeping in mind the old adage, "Nothing ventured, nothing gained," the package was re-designed. Simultaneously with the re-designing the fears were analyzed and a plan was mapped out to avoid any pitfalls. Special letters were sent to the salesmen selling them on the benefits and advantages of the new package. Instead of being afraid of the new package they were requesting shipment.

Let us compare the old and the new package. The original package, as may be seen from the illustration on page 48, was most unattractive in design and color. It had the traditional much copy, entire absence of the significance of color in package appeal and was generally uninteresting. But do not misunderstand these comments. It was a satisfactory package in its day, but a change had been delayed even though the company realized the necessity of making a change.

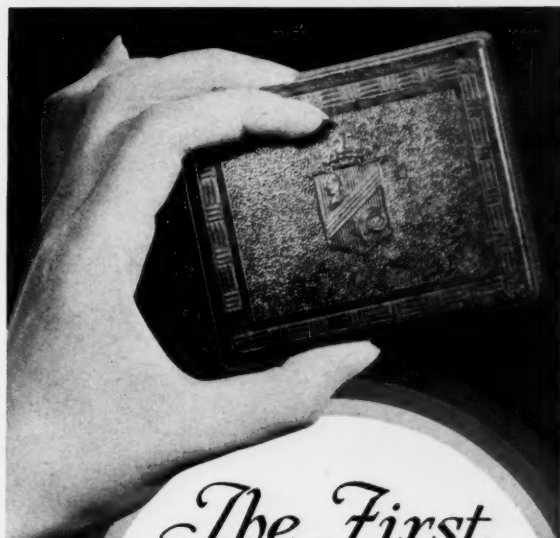
Note the package as it appears after being re-designed. At the time the changes seemed most drastic, but not from the consumer's standpoint. In making the changes the customary basic questions were fully answered. In order that you may not have to refer to the previous article of this series they are repeated:

- (1) Is the product right?
- (2) Is the package right?
- (3) Is the merchandising plan right?

The final judge of the change in the package—the housewife—was carefully considered. This was a most important step in the procedure. Unless the change was one that would appeal to the housewife it would fail. The next consideration was how these changes could be made practical for the box manufacturer. Complete consideration was given from every angle—technical, mechanical, practical—so that when the plates were turned over to the box company no problems would be encountered. No stone was left unturned to achieve the best possible package that the conditions permitted.

Before discussing results let us tell you of similar problems encountered in re-designing packages for shaving cream and dental cream. Inasmuch as pictures can tell the story more effectively than words, make a comparison from the illustration on page 48 of the before and after re-modernization. In each instance the digression from the original is startling. There seems to be little definite relation to the old container. The package has not only changed in design, but new colors, new size packages and new style packages were chosen. Little of the original package was retained.

The results? We do not believe in theorizing and armchair deductions regarding package changes. Neither do you. Results are the criterion we use to base our judgment and so do you—those of actual field experiences. What you are eager to know is: Are package



*The First
Impression Can
KILL or MAKE
the Sale.*

THE containers in which you offer your products for sale will either retard or expedite their sale.

No matter how worthy your product may be, the container can either create a feeling of interest, confidence, and desire for the contents—or a feeling of indifference, doubt, and dislike that is sure to influence sales.

In this era of handsome and practical containers can you afford to put your products under the killing handicap of dull and unattractive containers?

Auburn molded containers will eliminate this handicap—they will give style, richness and novelty to your products.

AUBURN CONTAINERS SELL!

We shall be glad to talk over with you the many advantages offered in this modern packaging method. Write

Auburn
BUTTON WORKS INC.

AUBURN, N. Y.

Since 1876 molders of Celluloid and Phenolic Compound Parts; also Lumarith, Beetle, Plaskon, etc.

Help Yourself to the Choicest



in Your Dealers' Stores

Are your products shelf-bound? Do they need a boost over the counter? It is action on your part—helping yourself—that wins sales these days. Make it easy for dealers to display your goods and you will build up their profits from your line. Furnish Union display racks which present your merchandise prominently and at an attractive angle.

There are over a hundred different Union Rack designs available to display the various kinds of packages, cans, bottles, etc. If we do not have exactly what you want we will design it for you. Send the coupon for illustrated bulletin showing stock designs.



UNION STEEL PRODUCTS CO.

521 Berrien
Street,
Albion, Mich.

Send the
Coupon



UNION STEEL PRODUCTS CO.,
521 Berrien St., Albion, Mich.

Please send complete information on your display equipment.
☐ Please have representative call.

Name.....
Firm.....
Address.....
City..... State.....

MP 4-32

UNION Collapsible Wire
DISPLAY RACKS

changes beneficial or detrimental to sales? Are they to be feared? Do they have a harmful effect on the sales? The results secured with the three packages mentioned, as well as with many others subsequently designed, demonstrate the following. Package changes properly handled decidedly influence the sale of the commodity. They need never be feared when they are properly introduced. They act as a new interest and new stimulus to a sales organization.



Paper Package Company, Indianapolis, has acquired exclusive right to manufacture the Simplex box in several mid-western states. Equipment has been installed and production will be under way in April.

The Simplex box is a paper box of novel construction manufactured flat but instantly convertible, by hand motion and without equipment, into rigid set-up form. There are no locks, tucks or flaps to fold. Economy in storage space and in packing costs are the chief claims for Simplex boxes. Art and attractiveness can be developed, or standard package designs can be maintained.

Dennison Manufacturing Company, Framingham, Mass., has met with substantial success with the Simplex box in New England and Eastern States. It has been adopted by a constantly increasing number of package goods firms.



Bostitch Sales Company, East Greenwich, R. I., announces that it has acquired the business of T. M. Sheppard Company of Chicago. The name of the Sheppard Company has been changed to Bostitch Sales Co. of Illinois, Inc. New headquarters have been established in the Buckingham Building at 59 East Van Buren St., Chicago, and F. W. Sheppard has been appointed general manager. This company will handle the sales and service of Bostitch products in Illinois and surrounding territory.



Beveridge-Marvellum Company of Holyoke, Mass., has recently been formed as a subsidiary company of the Marvellum Company, Holyoke, and the Beveridge Paper Company, Indianapolis. William J. Warner, vice-president of the Marvellum Company, is president of the new organization; Francis C. Heywood is treasurer and Joseph J. Pohlmann is secretary.



The firm of Sheldon, Morse, Hutchins and Easton, which was recently formed to handle industrial marketing and the economic problems connected with scientific industrial research, has moved its offices to the Graybar Building, 420 Lexington Avenue, New York City. The principals of the organization are H. H. Sheldon, H. A. Morse, L. W. Hutchins and W. H. Easton.

Perfect Gluing

It's no trick at all to seal moisture-proof transparent cellulose, if you use the right adhesive. We have proved it time and again to skeptical manufacturers.

Shall we send you a sample of an adhesive suitable to your conditions for use on

MOISTURE-PROOF TRANSPARENT CELLULOSE?

Is it to be used on automatic machine or by hand?

UNION PASTE CO.

200 BOSTON AVE.
MEDFORD - MASS.

**TIE YOUR
PACKAGES
WITH**



Made of



The sparkling, brilliant lustre, and the magnificent colors of CELLO Ribbon add an unusual decorative quality to your packages. Write for samples and prices.

FREYDBERG BROS., INC.

11-19 West 19th St., New York

Three outstanding features of

Silverstitch
REG. U. S. PAT. OFF.



ACCURACY

in temper, width, and thickness assures smooth feeding through stitching machines and increased production.

ONE-PIECE COILS

Silverstitch is wound in continuous length five and ten pound coils. This feature saves many stops, and threading operations.



GALVANIZED FINISH

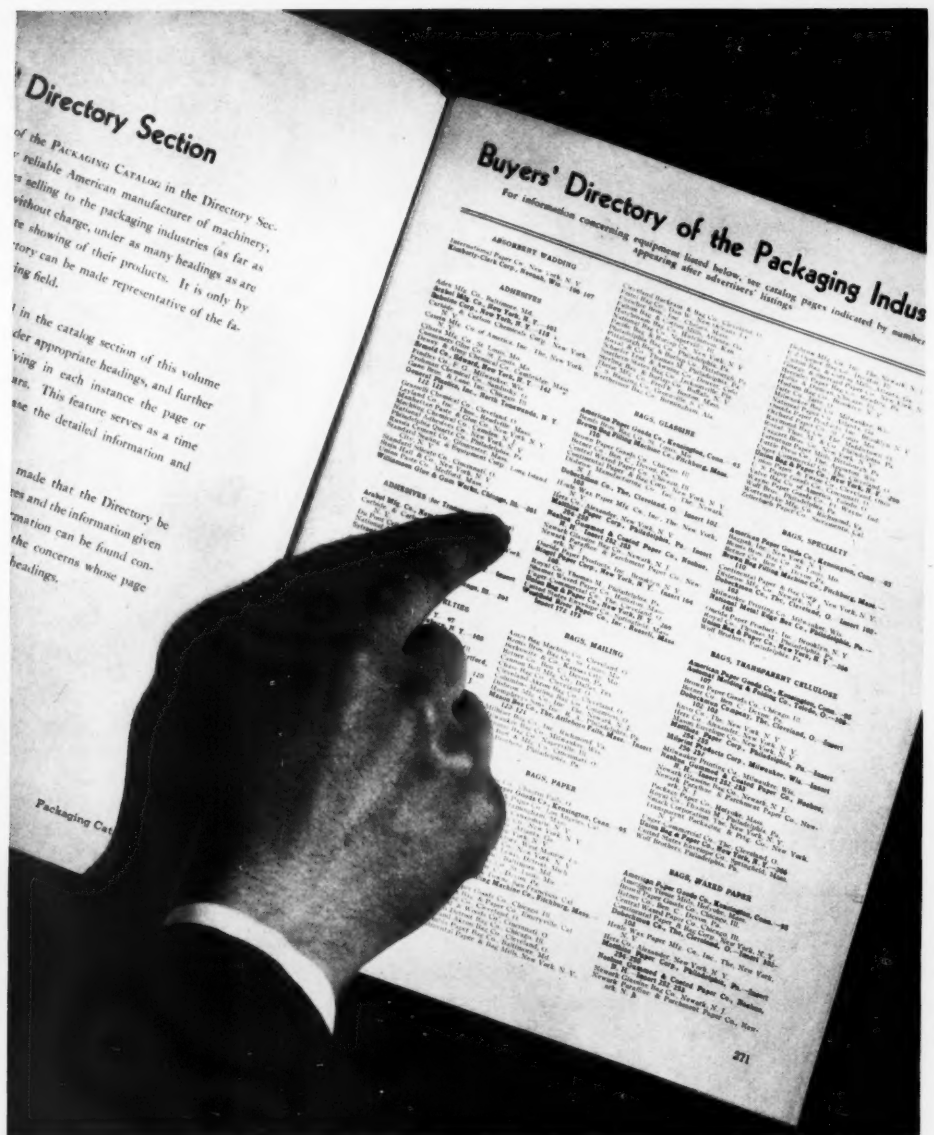
Resists rust much longer than the ordinary finish. This feature is of special interest to soap, candy and food manufacturers.



If you use stitching wire for closing your containers, send for a FREE five-pound coil of Silverstitch. Try it on your own boxes. See for yourself why this modern wire has grown so popular.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago, Illinois
Branches in principal cities



Listing over 2000 manufacturers of packaging supplies, equipment and machinery.....

the Buyers' Guide section of the PACKAGING CATALOG contains the most complete list ever compiled of responsible manufacturers catering to the packaging industries. Being alphabetically arranged according to name of product as well as name of manufacturer, it provides a quick, convenient, accurate reference list for buyers of material and equipment used in packaging. Consult the PACKAGING CATALOG for whatever information you seek pertaining to packaging.

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11 PARK PLACE, NEW YORK, N. Y.

Always a Bull's-eye



Ridgelo
CLAY COATED

Lowe Paper Co., Ridgefield, N. J.

If you are Aiming at
INCREASED SALES

And you are Sighting Thru
EYE APPEAL,—

You will hit the Bullseye
Most Frequently
If Your Package is made of

Ridgelo
CLAY COATED

Made at Ridgefield, New Jersey
by the
LOWE PAPER COMPANY

This Insert is
Ridgelo Silver Coat Folding Boxboard
Lithographed Both Sides

IN CHICAGO

*World's
Tallest Hotel
46 Stories High*



LEONARD HICKS
Managing Director

The extra attention given to the needs of guests will favorably impress you. Nearest to stores, offices, theatres and railroad stations. Each guest room is outside with bath, circulating ice water, bed-head reading lamp and Servidor. Housekeeper on each floor. Garage facilities.

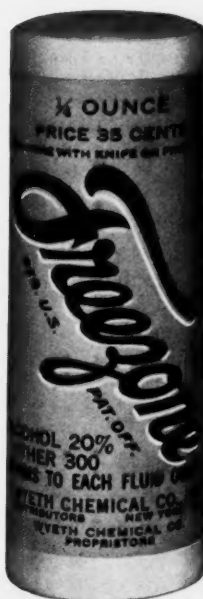
2500 ROOMS \$3.00 UP

MORRISON HOTEL

Madison and Clark Streets

CHICAGO

THEY COST LESS!



"Freezone" was formerly put out in a wooden tube. We were called in and built a sturdy paper container for them, at a much lower price, besides showing a savings in postage and freight. Can we not work out the same savings for you? Send us sizes and we will gladly furnish samples and prices.

THE CLEVELAND CONTAINER CO.
10421 BEREA ROAD, CLEVELAND, OHIO

Chicago — Pittsburgh — Philadelphia — Detroit — Rochester — Hoboken

Specify
Gaylord
Liners

WHEN ORDERING
**CORRUGATED OR SOLID FIBRE
BOXES**

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS

Index to Advertisers

Acme Steel Co.....	85	Lebanon Paper Box Co.....	24
American Can Co.....	Back Cover	Lowe Paper Co.....	Insert 86-87
Anchor Cap & Closure Corp.....	Insert 44-45		
Artcote Papers, Inc.....	Insert 4-5	Marvellum Corporation, The.....	Insert 82-83
Auburn Button Works, Inc.....	83	Middlesex Products Corp.....	Insert 76-77
		Morrison Hotel.....	87
Bakelite Corporation.....	5		
Bottle Creek Wrapping Machine Co.....	18	Nashua Gummed & Coated Paper Co.....	Insert 70-71
Bliss Co., Inc., H. R.....	8 and 9	National Adhesives Corp.....	81
Bostitch Sales Co.....	25	National Collapsible Tube Co.....	3
Brooks & Porter, Inc.....	Inside Front Cover		
		Owens-Illinois Glass Co.....	22
Cameo Die Cutting & Engraving Co.....	29		
Chicago Carton Co.....	10	Package Design Corp.....	20 and 21
Chicago Molded Products Corp.....	28	Package Machinery Co.....	73
Chicago Printed String Co.....	23	Package Paper Co.....	Insert 62-63
Cleveland Container Co.....	87	Packaging Catalog.....	86
Continental Can Co., Inc.....	30	Paterson Parchment Paper Co.....	7
		Peerless Roll Leaf Co., Inc.....	14
Dejonge & Co., Louis.....	Insert 18-19	Peerless Tube Company.....	Inside Back Cover
		Peters Machinery Co.....	12
Einson-Freeman Co., Inc.....	59	Pioneer Paper Stock Co.....	69
		Pneumatic Scale Corp., Ltd.....	17
Ferguson Co., J. L.....	6	Powers Engraving Co.....	77
Freydberg Brothers, Inc.....	85		
		Redington Co., F. B.....	4
Gaylord, Inc., Robert.....	87	Reynolds Metals Co.....	Insert 14-15
General Plastics, Inc.....	11	Riegel Paper Corp.....	55
Goat Co., The Fred.....	75	Ringler & Co., F. A.....	80
Griffin & Sons Co., The H.....	Insert 16-17		
Gutmann & Co., Ferd.....	82	Stokes & Smith Co.....	16
		Sylvania Industrial Corp.....	19
Hampden Glazed Paper & Card Co.....	Insert 10-11		
Heekin Can Company, The.....	67	Ullman, Martin.....	71
Hygienic Tube & Container Co.....	79	Union Paste Co.....	85
		Union Steel Products Co.....	84
International Paper Box Machine Co.....	26 and 27	U. S. Printing & Lithograph Co., The.....	81
Johnson Automatic Sealer Co., Ltd.....	18	Voss Corporation, Karl.....	61
Jones & Co., Inc., R. A.....	57		
		Waldron Corp., John.....	79
Kalamazoo Vegetable Parchment Co.....	1	Warner Brothers Co.....	65
Kiefer Machine Co., The Karl.....	53	Whiting Co., Inc., C. R.....	Insert 24-25
Kimberly-Clark Corp.....	15		
Krause, Inc., Richard M.....	13		



Only 19
in 283,000



Reporting

on a special test of **PEERLESS**
Chempur Tin Tubes, our customer writes:

"Since we adopted the use of Chempur Tin we have been very closely watching the true results as indicated by the number of rejected tubes at the filling machines. We just completed a test of 1970 gross (283,680 tubes) and the total number of rejects from all causes was 19 tubes or 1 in 14,930.

This report from our Inspection Department is gratifying for we feel that we were on the right track in adopting it and will most certainly continue to use this brand of tin until such time as a better one presents itself or other types of tin show higher purity at a comparable or cheaper price."

Detailed information will be cheerfully furnished, including the customer's name.

PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS





“Remember
**WHEN YOU NEVER
 COULD GET THEM**
fresh?”

You know the condition of your product when it leaves your plant. But how well do you know its condition when it reaches the final consumer? Freshness is something that can no longer be left to chance. You cannot afford to have your product lose any of its qualities—after it is made, but before it is sold.

The problem of keeping products factory-fresh through the long channels of distribution is a problem we have been facing and solving for a score of years. And we have solved it, not by one type of container but by a number of types—and for many customers, large and small. Today, hundreds of products are finding a ready market because American Can Company engineering and research have bridged the gap between the plant and the consumer's home.

A good product, suitably contained, is the basis of many a great business. The last word in container making is never said—but the *latest* word is heard through Canco by any customer, large or small, who welcomes it.

**AMERICAN
 CAN COMPANY**

230 PARK AVENUE
 NEW YORK CITY